Smith expects GM's sales to hit $100 billion by 1990

By Marjorie Sorge
Labor Editor

General Motors will reach $100 billion in annual sales by 1990, according to Chairman Roger B. Smith.

That, incidentally, is the year Smith will retire from the company.

GM had sales of more than $75 billion in 1983 and could top $81 billion for 1984. For the first three quarters, it had sales of $63 billion with $18 billion in the third quarter.

"Most of the growth is going to come in the automotive business," he told AUTOMOTIVE NEWS in an interview last week.

According to Smith, the non-automotive area will grow to about 10 percent by 1990. It is currently about 5 percent. All growth in the non-automotive area will be "plus business," he said.

GM's capital expenditures will be more than $8 billion for 1985, up from $6 billion in 1984, he said.

About 85 percent of that money will be spent in the U.S. and Canada with the rest slated for overseas.

Smith also forecast 1985 industry sales at 15 million, 10.7 million cars and 4.3 million trucks. The auto industry has not had a 15-million-unit sales year since 1978.

The industry will sell about 14.5 million units in 1984, 10.4 million cars and 4.1 million trucks, he said.

• Smith expects all four quarters of 1985 to be good ones and believes that if the Reagan Administration can get the budget and trade deficits under control, there could be "14, 15 or 16 good quarters coming."

While he would not estimate how much of the '85 market GM will take, Smith did say the new C cars being built at Wentzville, Mo., and Orion Township, Mich., and the new E and K models coming from the Detroit plant scheduled to open next year will give GM some good products to "take as many (sales) as possible."

GM will also be selling the new Suzuki Sprint and the Isuzu Spectrum, its new N-cars, the GM-Toyota joint-venture Nova and its new minivans in 1985.

The E- and K-cars are the new front-wheel-drive Cadillac Eldorado and Seville, the Buick Riviera and the Oldsmobile Toronado, and the N-cars are the Pontiac Grand Am, Olds Calais and Buick Somerset Regal.

GM will sell about 1.7 million vehicles in the first quarter of 1985, about 1.3 million cars and about 400,000 trucks, according to Smith.

GM is planning more diversification to increase its non-automotive business. Non-automotive operations could account for at least 20 percent of GM's dollar volume by 2000.

Electronics will likely be the biggest area of diversification, Smith said, especially with the recent acquisition of Electronic Data Systems (EDS).

"We can't go into basket weaving," he said. "We have to have something that is high-tech because we are a high-cost company for labor."

GM plans to continue its aggressive capital spending programs but also is watching the flat-rate tax proposal currently in Congress.

"Certainly the elimination of the Accelerated Cost Recovery System and the investment tax credit would not help us," he said. "The little pencils are flying right now down in the tax area trying to figure it out, and I can tell you what they are going to tell me – it is too early to tell. But the principle of a flat-rate tax is the right direction to go."

Smith said he is for the plan as long as it is not a "revenue enhancement measure that is really a tax reform."

Ready to rally

Here is one of the first entrants for the Paris-Dakar rally, which begins Jan. 1. Called Speed Car, it is made of Kevlar and powered by a Honda motorbike four-cylinder engine.

Azcuenga moves into a top post from FTC staff

WASHINGTON. – President Reagan has appointed Mary L. Azcuenga a Federal Trade Commissioner.

The recess appointment will run until the end of the first session of Congress or until she is approved by the Senate.

Azcuenga will be the first commissioner to move up directly from a staff position with the commission. Most recently, she was assistant general counsel for Legal Council, but she has held various legal positions at the FTC since September, 1973.

Azcuenga's political affiliation is given as "independent." She replaces retired Commissioner Michael Pertschuk.

Bertone appoints two importers to succeed Bricklin

NEW YORK. – Bertone S.p.a. announced the appointment of two area importers for the U.S.

Southeast International Imports, Accokeek, Md., headed by John Bednarik, was named the importer for Pennsylvania, Virginia, West Virginia, North Carolina, South Carolina, Maryland, Delaware, Georgia and the District of Columbia.

Covering the Northeast will be R.V.D., Inc., Ramsey, N.J. Headed by Ray Van Doren and Leigh Rzasa, this importer will cover Maine, New Jersey, Vermont, Massachusetts, New Hampshire, Connecticut and Rhode Island.

Both were former distributors when International Automobile Importers, Inc., Malcolm Bricklin's firm, imported the Bertone sports car.

The move by Bertone is part of a reorganization after the company parted with Bricklin.

Also Bertone expects it will complete and agreement with Far West International this month for several southern and western states. Far West was mentioned as an importer when Bertone and Bricklin parted ways.

GM plant applies for subzone status

WASHINGTON. – Gereral Motors' Fairfax (Kans.) assembly plant has applied for foreign trade subzone status with the Commerce Department's Foreign Trade Zones Board.

Domestic deliveries top '83 by 28 pct.

Sales rebound in mid-November

Jenny L. King
Staff Writer

The domestic auto industry rebounded vigorously from its flagging sales, posting a 28.79-percent gain in mid-November after the 4.72-percent first-period decline and the modest 3.82-percent increase for all of October.

U.S. new-car sales for the Nov. 11-20 period totaled 225,196, best for the period since 1978 when 248,933 units were reported.

Sales were up 28.79 percent from 174,861 a year earlier. With eight selling days in the period both years, the daily rate increase also was plus 28.79 percent, to an average of 28,150 from 21,858.

Sales thus far this calendar year, from Jan. 1 through Nov. 20, were up 19.73 percent, to 7,204,124 from 6,017,203.

Chrysler Corp. reported the heftiest sales gain of the Big Three, with a 62.25 percent increase. Chrysler sales numbered 29,428, compared with 18,138 for the same period a year earlier.

Ford Motor Co. sales were up 49.94 percent, to 60,568 from 40,395. General Motors, back on track after the scattered labor problems that affected its fall production, reported a 16.62 – percent sales gain, going to 125,495 from 107,614.

American Motors' mid-month sales were off 9.62 percent, to 4,700 from 5,200. Honda was up 147.35 percent, to 3,693 from 1,493, while Volkswagen dropped 35.08 percent, to 1,312 from 2,021.

DOMESTIC SALES

	Nov. 11-20, 1984	Nov. 11-20, 1983
Renault Alliance-Encore	4,000 †	4,160 †
AMC	700 †	1,040 †
AMERICAN MOTORS	4,700 †	5,200 †
Chrysler	9,604	6,034
Plymouth	8,869	5,704
Dodge	10,955	6,400
CHRYSLER CORP.	29,428	18,138
Ford	39,501	26,891
Mercury	16,251	10,672
Lincoln	4,816	2,832
FORD MOTOR CO.	60,568	40,395
Buick	25,934	20,924
Cadillac	9,312	8,466
Chevrolet	41,713	32,479
Oldsmobile	28,448	30,288
Pontiac	20,088	15,457
GENERAL MOTORS	125,495	107,614
VOLKSWAGEN	1,312	2,021
HONDA	3,693	1,493
U.S. INDUSTRY TOTAL	225,196	174,861

† Estimate.

Market shares for the mid-month period were rearranged in favor of Chrysler, Ford and Honda. Chrysler climbed to 13.07 percent from 10.37 percent. Ford was up to 26.89 percent from 23.10 percent, and Honda expanded to 1.64 percent from 0.86 percent.

GM's 16.62-percent sales increase, well below the industry increase of 28.79 percent, cost the top auto maker almost six percentage points in market share. GM dropped to 55.73 percent from 61.54 percent. AMC was down to 2.09 percent from 2.97 percent. VW shriveled to 0.58 percent from 1.16 percent.

Only four makes suffered sales declines in the period compared with year-ago totals. Oldsmobile was down 6.08 percent, VW was down 35.08 percent, AMC was down 32.69 percent and Renault was off 3.85 percent.

Plymouth sales in mid-November were up 55.49 percent, Chrysler was up 59.16 percent and Dodge was up 71.71 percent. Ford Division was up 46.89 percent, Mercury was up 52.28 percent and Lincoln was up 70.06 percent.

At GM, Buick was up 23.94 percent, Cadillac was up 9.99 percent, Chevrolet was up 28.43 percent and Pontiac was up 29.96 percent.

Less chance seen for easing of EPA rules

Does Ruckleshaus exit create auto problem?

By Jake Kelderman
Washington Reporter

WASHINGTON. – The announcement last week that the EPA once again will have a new leader is likely to preclude any changes in current environmental regulations affecting the auto industry.

Auto makers had hoped legislation might be amended next year with easing of tailpipe emissions standards on CO pollution, the manner and extent to which cars could be recalled, the severity of heavy-duty vehicle emission standards and control of gray-market cars. With the departure of William Ruckleshaus, those prospects largely have been dashed.

That is because of both the departure of middle-of-the-road Ruckleshaus and the sure controversy that will surround the EPA in his absence.

Replacing Ruckleshaus will be Lee V. Thomas, a career bureaucrat, registered independent and current EPA assistant administrator for Superfund hazardous-waste disposal program. He was Ruckleshaus' choice for the job.

EPA sources said Ruckleshaus will leave the agency in January because of a desire to get back to private life and because he did not want to battle with Office of Management and Budget David Stockman over a reported 30 percent EPA budget cut. They also said he was reluctant to deal with the Administration's cool attitude toward environmental regulation.

Sources on key congressional environmental committees said that without Ruckleshaus to argue any EPA budget before their committees, the sledding was sure to be rough for the agency and the Administration.

The Clean Air Act was due for reauthorization three years ago. it had been thought Congress would move this year.

"If we've got controversy and people inimicable to the environment over there, you can forget that," a key staffer said.

While Hill sources praised Thomas' work in rebuilding the Superfund program in the wake of former EPA chief Anne M. Burford, they also questioned whether he has the political clout to resist budget cuts and policy changes that could weaken environmental enforcement.

Thomas said he will continue the policies and agenda set by Ruckleshaus. He said he is capable of defending the agency's integrity while being a "team player" in the Administration.

There is expected to be no opposition to his nomination, and he is expected to assume his new post in early January.

Japanese call for end of auto quota in U.S.

TOKYO. – Restraints on Japanese car exports to the U.S. should be killed once the current voluntary agreement to restrict shipments expires next March 31, according to leaders of the Japanese industry.

According to the government, the leaders said U.S. auto makers have no reason to seek continued export controls beyond next March in view of their robust profit picture.

The Japanesae makers have urged the government to turn down any U.S. request for continuing the voluntary agreement, the government said.

The makers asked for an end to the agreement at a meeting they had with Keijiro Murata, Minister of International Trade and Industry.

Later, Murata said he would deal "cautiously" with the matter.

Under the voluntary agreement, Japan is limiting its shipments of cars to the U.S. to 1.85 million units for the 12 months ending next March 31. The voluntary quota was first established in 1981.

In Canada, shipments of Japanese cars are limited to 18 percent of the market, with a ceiling of 174,000 units for fiscal 1984.

There has been agitation for ending the quotas in U.S. and Canada.

Biddulph collects food for needy

SANTA ROSA, Calif. – Biddulph Chevrolet here is sponsoring the Biddulph Holiday Spirit Drive in association with the Salvation Army Holiday Food Program.

The dealership's goal is to collect 10,000 canned and packaged foods for the Salvation Army to distribute to families throughout Sonoma County.

An early star

When International Harvester introduced the McCormick-Deering Farmall in the 1920s, it marked a breakthrough for tractor farming in the corn belt. As this 1929 ad shows, narrow wheels in front and high clearance ensured suitability for handling row crops. Sleek and agile for its time, the Farmall "Regular" ended forever the era of behemoth farm tractors.

Ford Aerostar intro pushed back to June

By Richard Johnson
Detroit Reporter

The Aerostar minivan, Ford Motor Co.'s answer to small van offerings from Chrysler Corp. and General Motors, will not go on sale until June and will be designated a 1986 model, according to a company spokesman.

The delay is the second this year for the sleek, rear-drive, garageable vehicle. The Aerostar was slated to go into production by late 1984, but last spring the debut was pushed back to April, 1985. Job One now rolls in early May, and public introduction follows in June.

The revised timetables have been attributed to difficulty in obtaining the proper tools and equipment to complete the $200 million expansion of the Hazelwood (Mo.) plant in suburban St. Louis.

"We're doing a complete renovation at St. Louis, and we are bringing in a lot of exotic, robotic-type stuff," the spokesman said. "It's just taking us a little longer than we thought to get it ready."

The Ford representative said the decision was made earlier this fall to designate the Aerostar a 1986 model at introduction. Previously, the van had been pegged as a 1985½ release.

"It is kind of hard to call it an 85½ unless it is out in March."

The Hazelwood plant is getting another 400,000 square feet of space to accommodate the Aerostar, which will join Chrysler's Dodge Caravan and Plymouth Voyager, and GM's Chevy Astro and GMC Safari as domestically produced downsized vans. Hazelwood previously turned out the Ford Crown Victoria and Mercury Grand Marquis, but production of those cars has been moved to Canada.

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60th year – No. 5051

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Dealers concerned by mortality for some

Rocky period seen for IH-Case deal

By Michelle Krebs
Financial Editor

DALLAS – International Harvester dealers predict the marriage of the company's agricultural equipment division to Tenneco, Inc.'s tractor business will start out like most marriages – rocky while the newlyweds adjust to living together.

At a meeting of IH dealers in Dallas last week, dealers generally were in favor of the marriage, though all expressed concerns about which of them would remain in business and what products they would have to sell.

Dealers agree that IH's abandonment of the farm equipment business it has been in for 153 years will allow the company to concentrate efforts on the truck industry and regain profitability while Tenneco becomes a major force in the farm equipment business.

Tenneco, a Houston-based conglomerate and parent company of the J.I. Case farm-equipment company, has agreed to purchase IH's farm-equipment business for $430 million – $260 million in cash and $170 million in preference stock.

At the dealers' meeting, there was a sense of resignation that something had to be done to keep IH alive.

"The alternatives were bleak. This is a new leaf in the book," said Wade Alderman, of Alderman, Inc., Lennon, Mich.

Most dealers were impressed with the financial strength of Tenneco, as touted by Tenneco executives at the dealer meeting.

"They do have the cash to promote in the marketplace as is necessary. It's like having a dad who's got some cash reserved to help his kid get a start," said Merle Wieland, of Wieland Sales, Inc., Bay City, Mich. He noted that financial security has been lacking as IH has struggled for the past five years to avoid bankruptcy.

The major concern of dealers is who will remain in business. A Tenneco executive confirmed that 15 percent, or about 400 IH farm equipment dealers, will be cut to avoid duplication in areas where there is an IH and a Case dealer. Tenneco will help arrange buyouts or relocate dealers to new territories, he said.

Lee E. Jensen, of Stuber Jensen Equipment, Bowman, N.D., hopes he has an advantage over the Case dealer in his area because his dealership is more modern.

Gary Wolverton, of Wolverton International, Twin Falls, Id., faces the same situation. "One will remain and one will not," he acknowledged.

Both will know soon. Tenneco will contact dealers within the next 60 days regarding their individual situations.

Tenneco officials told the IH dealers, as well as the Case dealers meeting in Kansas City, that dealers would sell Case tractors of over 100 HP and IH tractors under 100 HP along with IH farm implements.

That concerns IH dealers who said the larger IH tractor is a big seller for them. Its quality is better and technology is more sophisticated than the comparable Case tractor, they said.

However, the larger IH tractor will no longer be built. Under the acquisition arangement, the Rock Island (Ill.) plant, where the tractors are produced, will be closed at IH's expense though Tenneco will acquire the tooling. The closing will effect 600 active employes and 600 on temporary layoff from the plant.

Case has adequate capacity in the general area and does not need the plant, which can produce nearly 40,000 large tractors per year, more than last year's total tractor demand and 35 percent of the industry's annual capacity.

Also, in accordance with the agreement, Tenneco will acquire IH's combine plant in East Moline, Ill.; an implement facility in Hamilton, Ont.; engineering operations in Hinsdale, Ill.; machine tools from plants in Rock Island and Memphis; North American dealership and related field support, and IH's subsidiary in the UK,including a tractor plant in Doncaster, England.

Tenneco also has agreed to acquire other IH agricultural operations in Germany, France and Denmark, pending completion of studies and satisfactory arrangements with

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The beginning

International Harvester observed its centennial with a series of ads in 1931. This ad depicts Cyrus McCormick's invention of the reaper in 1831.The reaper represented a giant leap forward for American agriculture.

A Farmall and a Case and a boy on a farm

And now, 40 years later...

By Robert M. Lienert
Editor

International Harvester Chairman Donald D. Lennox was talking about the sale of his company's farm-equipment business to Tenneco's J.I. Case.

"You can pay only so much for tradition and history," he said.

That's true, of course. From this writer's viewpoint, it is just as well that he did not say anything about nostalgia.

For I can look back 40-plus years and recall with warmth and longing the hundreds of hours I spent on tractors built by both companies, and operating farm equipment built by both companies (including McCormick and Deering grain binders, with each make built before those two firms combined to form McCormick-Deering).

From an economic standpoint, those were tough times. Looking back to the Depression and dust-bowl years from my seat right now at the word processor, they were not bad years at all.

The original McCormick-Deering Farmall tractor, appearing in the 1920s, was called the Farmall Regular and it revolutionized row-crop farming with its narrow front tread and high clearance. In the early 1930s, the Farmall Regular was replaced by the "two-plow" Farmall F-20 and the "three-plow" Farmall F-30.

Those were conservative ratings, for the F-30 acquired by my family in 1934 was a tough, no-nonsense powerhouse with a mighty masculine bark but agile ways despite its brute appearance. It was selected, rather than an F-20, for use on the belt to drive my father's Case threshing machine.

The F-30 toyed with that 28-inch (width of the threshing cylinder) thresher. And it did not work very hard to pull a three-bottom plow or

Continued on Page 64, Col. 1

Audi counts on 4000 as its image builder

By Mary Beth Mayer
Staff Writer

INGOLSTADT, West Germany. – Although it has been in existence for more than 15 years, Audi NSU Auto Union AG is still searching for a distinct personality.

The Audi folks, based here in the heart of the tourist's Germany, yearn for an identity. They are looking to U.S. baby boomers and their appreciation of the '85 4000-S four-door sedan, 4000-S Quattro four-door sedan and Coupe GT to finally establish the marque in the U.S.

The differences between the 4000-S and 4000-S Quattro are underneath – the latter is all-wheel drive and has a more powerful engine. For '85, they have received the same styling alterations and new equipment. The Coupe GT also has been resculptured.

Audi has made these models smoother, more in line with the slippery 5000-S. To showcase the new cars, Audi took a group of automotive journalists to this Bavarian fortress town in September to tour its assembly and testing centers, drive U.S.-specification cars and meet with top executives.

Performance of the cars on the autobahn was impressive enough to put a newcomer to that avenue of acceleration at ease enough to enjoy the panorama of chapels and mountain resorts squeezed against the Alps' awesome crags.

Ferdinand Piech, Audi vice chairman, highlighted the changes for

Continued on Page 60, Col. 3

'85 offering from Audi

The '85 Audi Coupe GT has been redesigned. Flush-mounted aerodynamic halogen headlights are new, as are integrated, body-colored bumpers. The Coupe GT's lines are accented by wide, black body-side molding.

Automotive World News

Too close to call in Europe

Ford and Fiat heading for a photo finish

The latest numbers are in. New-car sales in Europe totaled 7.9 million units in the first nine months of 1984.

But the big event is the race developing for European sales supremacy between Ford Motor Co. and Fiat Auto S.p.A. Ford holds a slim lead with a 13.1 percent market share in the January-September period. Right behind is Fiat at 12.8 percent. With three months to go, only 24,000 units separate the two companies, and it looks like the race will come right down to the wire, just as in 1983 when Renault nosed out Ford with a belated rush of sales in its French home market in December.

Other companies appear too far back to mount a fourth-quarter surge and challenge the leaders: Volkswagen-Audi has 11.8 percent of the market, General Motors and Peugeot 11.2 percent each, and Renault 10.8 percent.

Because European markets are in a down phase, the sales struggle for Ford and Renault, as well as the others, is uphill through the rest of the year. It's expected that just a few hundred sales will separate the top two. A gambler might bet on Ford, whose management still feels the sting of last year's final hour defeat at the hands of Renault. Ford sales have been running strongly all year long – strong enough so far to stay ahead of Fiat which benefited from a buoyant market the first half of this year and an overwhelming order book for its new Uno model.

Ford lost relatively little production due to the West German metalworkers strike last spring which severely hurt GM Adam Opel and VW-Audi. As a result, when the United Kingdom's traditional autumn sales boom came, Ford was ready to capitalize on it.

Ford's position in the U.K. is its key card in Europe, although it is also strong in West Germany, France and Spain. Like other exporters to Italy, Ford doesn't do well there since Fiat holds a dominating 55 percent market share.

While Fiat has improved its position across Europe this year, it started from a very low base. Morever, its strength outside of Italy has been waning since midyear. In the first half of 1984 its registrations in Europe were 4.7 higher than a year earlier. But June itself saw a decline for Fiat of 0.7 percent, followed by drops of 3.9 percent in July, 4 percent in August and 5.4 percent in September from the same months in 1983. At the end of nine months, Fiat showed only a 2.2 percent overall gain and was riding a downward curve.

Those are danger signs for Fiat in its quest for European sales leadership. However, the Italian firm defines the European market differently than other companies; it omits Spain, where imports are limited, and without Spain in the European total, Fiat is leading the pack by its own reckoning.

Aside from Italy, the only countries showing sales increases in the nine-month period this year over last are small ones: Belgium, up 5.8 percent; Denmark, 19.5 percent; Finland, 6 percent; Greece, 5.9 percent; Sweden, 9.7 percent. Altogether they added about 83,000 sales compared to last year.

Declines elsewhere resulted in a combined drop of more than 241,000 sales for the nine-month period, or 3 percent fewer overall than a year previous. The biggest drop was in France (12.5 percent and 183,-000 units). West Germany fell 2.7 percent and 52,500 units, Austria 13.8 percent and 27,700 units, the U.K. 1.6 percent and 24,-100 units.

The French disaster is a big reason for Renault's steep fall this year. Another is an aging line of mainstream products; that is expected to be corrected by the new R5, although early reports suggest it is slow taking off.

Peugeot's stuttering recovery also is distorted by French problems. The company needs a healthy pickup in domestic-market demand if its recovery is to gain momentum.

Ford's ability to stay ahead of the pack will depend on the success of its strategies in the big U.K., West German, French and Spanish markets. In the U.K. Ford is feeling pressure from Austin Rover (which was the sales leader in October) and GM Vauxhall, which has a new model, the Astra, in the main market segment. In Germany, the Opel Kadett (same car as the Astra) and VW Golf look fresh and modern compared to the Ford Escort.

So the race will be close. And whoever comes in first will lead a Western European market that probably will fall short of 10 million new car sales in 1984, down from 10.5 million last year.

– Richard Feast

NEW CAR SALES IN EUROPE BY MANUFACTURER

	9 mos. 1984	% market share	9 mos. 1983	% change from '83
Alfa Romeo	143,900	1.8	134,600	+ 6.9
BL	325,700	4.1	342,600	– 4.9
BMW	239,900	3.0	239,300	+ 0.2
Fiat Auto	1,010,000	12.8	974,800	+ 3.6
Ford	1,034,000	13.1	1,034,900	– 0.1
GM	884,500	11.2	921,700	– 4.0
All Japanese	822,100	10.4	832,900	– 1.3
Mercedes-Benz	248,800	3.1	266,600	– 6.7
Peugeot	883,600	11.2	949,200	– 6.9
Renault	852,900	10.8	985,300	– 13.4
Seat	119,900	1.5	100,900	+ 18.8
VW-Audi	930,500	11.8	980,000	– 5.0
Volvo	177,900	2.3	172,900	+ 2.9
Total	7,903,100	100.0	8,144,500	– 3.0

NEW CAR MARKET SHARES IN EUROPE BY COUNTRY

	Ford	Fiat	VW-Audi	GM	Peugeot	Renault	Japanese
W.Germany (1,868,900)	12.1	4.6	27.3	16.6	4.1	3.8	12.4
U.Kingdom (1,440,000)	28.5	2.8	5.5	16.5	5.4	3.4	10.7
France (1,284,800)	7.9	5.9	5.3	4.2	32.6	31.3	2.9
Italy (1,257,700)	4.3	54.7	5.3	3.3	6.7	9.0	0.2
Spain (407,200)	14.2	1.1	5.3	8.8	19.8	29.3	0.7
Holland (344,300)	11.9	7.9	9.6	14.7	10.3	5.5	23.0
Belgium-Lux. (307,100)	9.9	7.5	12.9	11.8	13.4	8.4	19.6
Switzerland (217,600)	8.7	8.6	15.3	13.8	8.7	5.5	24.4
Austria (172,800)	10.3	6.8	19.3	11.9	6.9	4.7	27.4
Sweden (164,300)	11.8	3.0	12.1	9.5	3.3	1.2	15.2
Denmark (107,000)	16.8	6.0	6.5	13.7	6.9	0.5	30.2
Finland (98,000)	9.0	5.9	5.9	8.2	6.7	n.a.*	38.7
Norway (80,300)	15.3	4.9	10.1	11.9	6.3	n.a.*	34.0
Portugal (53,400)	5.1	15.2	1.2	12.5	12.4	39.4	4.4
Greece (50,300)	8.1	2.6	2.8	11.9	7.6	8.9	32.3
Ireland (49,400)	22.2	8.3	4.7	14.5	4.5	8.6	27.3
Total (7,903,100)	13.1	12.8	11.8	11.2	11.2	10.8	10.4

The above are percent-of-market shares for Europe's six leading new-car sellers in the penod January-September 1984, plus combined shares of all Japanese makes. Renault shares for Finland and Norway are not available, but are too small to affect overall standings.

world news briefs

Romania's Dacia Duster debuts.

Dacia drives in

Another Eastern European product is going to market in the West. The Dacia Duster line of light four-wheel-drive vehicles, built by Auto Dacia of Romania, had its debut at the Birmingham, England, auto show last month. The competitively priced vehicles sell from $4,300 to $7,500. Dacia has made cars under Renault license for 20 years.

Malaysian automobile

The first cars ever made in Malaysia will roll from an assembly line next July. Called the Proton Saga, the product is the result of a venture between Japan's Mitsubishi Motor Corp. and Malaysia's Heavy Industries Corp. Calling for output of 120,-000 cars annually by 1990, the project is aimed at expanding Malaysia's manufacturing base.

Beep, beep! It's a Roadrunner, hitting the trail in the U.K.

Roadrunner ready

BL's Leyland Vehicles has put the name Roadrunner (see photo) on its new line of trucks in the 6 to 10-tonne range. It completes Leyland's extensive model renewal project and gives the firm a product line from 6 to 300 tonnes. Roadrunner is important in the U.K. where the bulk of Leyland's business is; its weight segment now accounts for a third of all truck sales there compared to only 5 percent a decade ago.

Edwardes at Dunlop

Sir Michael Edwardes, former chairman of British auto company BL Ltd., has a new job as chairman of British industrial group Dunlop. He was appointed by a consortium of banks that is trying to rescue troubled Dunlop, which has already yielded most of its European tire operations to Japan's Sumitomo.

Fiat in for Renault

Yugoslavian newspaper reports suggest that IMV, a local auto maker, may switch production agreements from Renault to Fiat. IMV currently produces the basic Renault R4 model.

Birmingham expands

Nearly 700,000 people flocked to the 12-day auto show in Birmingham, England, in October. Attendance was up 8 percent over the last show in 1982.

BCA a biggie

British Car Auction's U.S. sales topped $1 billion in 1983 and are headed for a 50 percent increase this year, shareholders are told. BCA recently reported a part-year profit of $11.66 million on sales of $58.6 million.

Continued on Page 34

Automotive World News

Production overseas

FRANCE

Cars

	9 mos. 1984	9 mos. 1983
Peugeot SA	933,798	983,918
Citroen	350,277	409,567
Peugeot	526,631	433,750
Talbot	56,890	140,601
Renault	1,045,902	1,204,756
Total	1,979,700	2,188,674

Vans, trucks, buses

CBM	23	56
Peugeot SA	85,837	100,117
Citroen	22,124	22,159
Peugeot	54,280	62,547
Talbot	9,433	15,411
Renault	157,832	173,140
Sovam	66	60
Unic	3,440	4,775
Total	247,198	278,148
Total vehicles	2,226,898	2,466,822

JAPAN

Cars

	8 mos. 1984	8 mos. 1983
Daihatsu	114,176	125,563
Honda	565,668	540,467
Isuzu	48,508	79,108
Mazda	529,186	589,423
Mitsubishi	351,796	338,239
Nissan	1,237,255	1,214,352
Subaru	162,794	148,341
Suzuki	104,409	81,966
Toyota	1,605,815	1,562,287
Total	4,719,607	4,679,746

Vans, trucks, buses

Daihatsu	264,950	224,434
Hino	40,009	33,748
Honda	100,718	121,329
Isuzu	212,534	169,648
Mazda	248,332	199,037
Mitsubishi	354,344	306,517
Nissan	421,651	423,501
Nissan Diesel	24,899	21,414
Subaru	198,008	198,574
Suzuki	339,313	331,047
Toyota	667,013	591,141
Others	468	430
Total	2,872,360	2,620,251
Total vehicles	7,591,967	7,299,997

UNITED KINGDOM

Cars

	8 mos. 1984	8 mos. 1983
BL	258,138	296,782
Austin Rover	251,137	288,072
Range Rover	7,001	8,710
Carbodies	964	1,405
Ford	200,234	207,173
Jaguar	22,275	18,610
Lotus	552	356
Panther	294	n/a
Reliant	76	60
Rolls-Royce	1,387	1,063
Talbot	62,055	83,506
TVR	250	177
Vauxall	80,761	83,008
Others	413	463
Total	627,399	692,603

Vans, trucks, buses

Bedford	33,499	31,625
BL	45,814	58,104
Austin Rover	10,964	16,920
Freight Rover	11,180	12,215
Land Rover	16,440	21,155
Leyland Veh.	7,230	7,814
ERF	1,160	987
Foden	491	403
Ford	68,082	65,163
Hestair Dennis	617	502
MCW	316	240
Reliant	140	68
Renault TI	2,810	3,119
Seddon Atkinson	1,169	782
Others	164	415
Total	154,262	161,408
Total vehicles	781,661	854,011

SPAIN

Cars

	8 mos. 1984	8 mos. 1983
Ford	173,586	146,953
General Motors	162,245	144,812
Peugeot SA	117,482	109,578
Citroen	64,261	75,686
Talbot	53,221	33,892
Renault	148,348	191,867
Seat	148,609	145,125
Total	750,270	738,335

Vans, trucks, buses

Enasa	6,004	9,131
Ford	5,370	3,655
Land Rover	6,726	13,711
Mercedes-Benz	5,788	5,602
Motor Iberica	11,489	12,662
Peugeot SA	10,107	13,880
Citroen	10,107	13,668
Talbot	0	212
Renault	18,168	21,695
Seat	15,329	16,387
Setra	152	n/a
Total	79,133	96,723
Total vehicles	829,403	835,058

Registrations overseas

WEST GERMANY

Cars

	9 mos. 1984	9 mos. 1983
Alfa Romeo	10,002	9,645
Austin Rover	5,653	3,229
Bertone	689	754
BMW	123,966	121,234
Daihatsu	5,180	4,911
Ferrari	244	n/a
Fiat Auto	86,623	78,552
Ford	225,548	229,783
General Motors	310,850	359,850
Honda	31,142	25,139
Isuzu	2,173	886
Jaguar	1,412	695
Lada	6,821	6,315
Mazda	52,904	46,706
Mercedes-Benz	177,224	194,275
Mitsubishi	35,205	29,888
Nissan	47,897	36,479
Peugeot SA	76,784	73,962
Citroen	30,777	34,210
Peugeot/Talbot	46,007	39,752
Pininfarina	597	554
Porsche	8,861	9,533
Renault	70,424	68,956
Saab	2,953	2,831
Seat	3,718	485
Skoda	1,649	1,227
Subaru	5,131	3,964
Suzuki	11,230	10,671
Toyota	41,003	39,452
VW-Audi Group	510,087	548,605
Audi	110,520	138,252
Volkswagen	399,567	410,353
Volvo	11,902	11,713
Others	1,027	999
Total	1,868,899	1,921,363

AUSTRIA

Cars

	9 mos. 1984	9 mos. 1983
Alfa Romeo	2,132	2,369
BMW	6,747	7,016
Daihatsu	595	811
Fiat Auto	12,504	11,505
Ford	17,449	16,459
General Motors	20,596	26,583
Honda	3,457	3,527
Lada	1,140	1,287
Mazda	17,259	22,332
Mercedes-Benz	5,326	6,536
Mitsubishi	3,766	3,651
Nissan	8,481	13,100
Peugeot SA	11,784	12,276
Citroen	5,050	5,427
Peugeot/Talbot	6,734	6,849
Porsche	388	445
Renault	8,130	9,209
Saab	337	391
Seat	697	111
Skoda	936	724
Subaru	1,577	2,900
Suzuki	1,015	839
Toyota	7,693	9,337
VW-Audi Group	32,017	39,421
Audi	5,586	9,011
Volkswagen	26,431	30,410
Volvo	2,729	2,946
Others	286	422
Total	167,145	194,197

SWITZERLAND

Cars

	8 mos. 1984	8 mos. 1983
Alfa Romeo	5,937	5,600
AMC	104	191
Austin Rover	1,691	1,423
Bertone	229	176
BMW	9,298	8,391
Daihatsu	730	923
Ferrari	141	157
Fiat Auto	16,355	16,846
Ford	17,355	18,764
General Motors	26,889	25,859
Honda	6,360	5,234
Isuzu	386	386
Jaguar	310	236
Lada	25	217
Maserati	245	15
Mazda	6,521	9,423
Mercedes-Benz	4,405	3,784
Mitsubishi	5,968	6,675
Nissan	7,055	11,029
Peugeot SA	16,923	17,740
Citroen	7,449	7,651
Peugeot/Talbot	9,474	10,089
Pininfarina	244	203
Porsche	1,172	1,088
Puch	64	80
Renault	10,430	10,845
Saab	937	935
Skoda	129	190
Subaru	4,702	4,736
Suzuki	2,459	2,751
Toyota	12,307	13,336
VW-Audi Group	30,123	28,781
Audi	7,598	8,911
Volkswagen	22,525	19,870
Volvo	4,502	4,681
Others	119	149
Total	194,188	200,920

JAPAN

Cars

	8 mos. 1984	8 mos. 1983
Daihatsu	73,156	73,515
Honda	165,651	153,099
Isuzu	29,360	40,671
Mazda	144,648	168,233
Mitsubishi	134,294	116,155
Nissan	542,309	547,976
Subaru	55,798	49,891
Suzuki	50,685	60,248
Toyota	835,194	808,841
Imports (all)	27,155	23,522
Total	2,058,250	2,042,251

Vans, trucks, buses

Daihatsu	200,228	174,277
Hino	26,620	23,728
Honda	93,969	109,214
Isuzu	80,489	75,989
Mazda	105,809	98,829
Mitsubishi	215,245	198,132
Nissan	184,471	182,755
Nissan Diesel	14,198	12,403
Subaru	140,571	129,944
Suzuki	249,710	244,450
Toyota	234,971	239,681
Imports	123	0
Total	1,546,408	1,489,402
Total vehicles	3,604,658	3,531,653

FRANCE

Cars

	7 mos. 1984	7 mos. 1983
Alfa Romeo	13,183	17,288
Aro	600	286
Austin Rover	19,127	17,669
BMW	18,124	19,736
Ferrari	50	90
Fiat Auto	59,330	59,425
Ford	84,700	86,433
FSO	1,209	1,253
General Motors	44,294	47,587
Honda	3,978	4,936
Innocenti	855	1,154
Jaguar	97	104
Lada	15,384	15,655
Mazda	6,536	8,315
Mercedes-Benz	9,938	10,602
Mitsubishi	1,962	2,270
Nissan	7,819	10,201
Peugeot SA	342,372	402,955
Citroen	134,482	162,618
Peugeot	180,155	180,336
Talbot	27,735	60,001
Porsche	892	1,011
Renault	330,150	414,891
Saab	682	470
Seat	9,191	119
Skoda	2,662	3,437
Toyota	6,824	7,975
VW-Audi Group	57,057	70,729
Audi	14,700	15,901
Volkswagen	42,357	54,828
Volvo	9,530	8,069
Zastava	834	1,142
Others	85	49
Total	1,046,524	1,213,220

World News

Continued from Page 33

Saab spending

Saab Car Division, Sweden, is spending $41 million to raise annual production 25 percent to 150,000 units. The money is being spent over three years. As a group, Saab-Scania AB sales rose 27 percent in the first eight months of 1984 compared to a year earlier, reaching $1.86 billion.

More Ford diesels

Ford Motor Co. may need more small-diesel engines in Europe than its current annual allotment of 150,000, says Roger Humm, Ford Motor Co. Ltd.(Great Britain) sales director. The company is investigating possible production expansion at its Dagenham, England, factory.

TVR turnover doubles

Sales by TVR Engineering Ltd., U.K. sports car builder, will top $8.5 million in 1984, double last year. Production is running at capacity of 600 units annually. The company is considering a second assembly plant, possibly in France.

Renault turns to Japan

French auto maker Renault is discussing joint ventures with three Japanese companies closely associated with Toyota Motor Co.: electrical equipment producer Nippon Denso, transmission maker Aisin, and Toyota Machinery, manufacturer of numerically controlled machinery. Renault recently inked an agreement with Japanese company Stanley to jointly produce LCD instruments in France.

Suzuki stopped

A plan conceived to sidestep import limits on Japanese cars in the U.K. was blocked by Japan's Ministry of Trade and Industry. The scheme was concocted by Suzuki's importer in the U.K., who took customers to Belgium, where there are no quotas, for vehicle delivery.

Skidding

Continued from Page 31

about it when introducing the 760 series almost three years ago. Only now have they become confident enough to produce it.

On the car, a sensor consisting of a toothed disk and an induction coil is fitted to the wheels. Each tooth of the disk induces a surge of current in the coil, which builds up an alternating current directly proportional to the speed of the wheel. A control unit monitors each of the four currents and is able to compare the speeds of the front and rear wheels. If the driven (rear) wheels spin on ice or slow when aquaplaning, the control unit detects the difference with the front-wheel speeds. If the difference exceeds a certain limit – this is the key to Volvo's patent, Melin says – the control unit throttles the engine or completely cuts off the fuel supply until both sets of wheels resume rotating at the same speed.

A light on the car's instrument panel warns the driver of any imminent danger of skidding. A switch on the dash enables the driver to turn off the system manually.

Volvo calls the system "above all, a safety feature." A test drive on the slick and loose surfaces of a former airfield near Gothenburg confirms the extra controllability the system provides. The difference between when the ETC is engaged and when it is not is remarkable.

– *Richard Feast*

Enasa wants partners

Enasa of Spain is discussing joint ventures with other manufacturers of vans and medium-weight truck cabs.

Bad business

Ford Motor Co. estimates Europe's volume car producers will invest $70 billion in the next five years, but will generate only $40 billion in vehicle sales, according to John Hardiman, Ford vice president for European parts and service operations.

factories list auction dates

American Motors

Dec. 4 – High Point Auto Auctrion, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Dec. 5 – Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Southern Auto Auction, Warehouse Point, Conn.

Dec. 6 – Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Dec. 7 – Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Dec. 11 – D-A Auto Auction, New Stanton, Conn.

Dec. 12 – Kansas City Auto Auction, Kansas City.

Dec. 13 – Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Used Car Sales
Auction Averages

November	$4,923
Month ago	$5,185
Year ago	$3,795

Dec. 18 – High Point Auto Auction, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Dec. 19 – Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Southern Auto Auction, Warehouse Point, Conn.

Dec. 20 – Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Dec. 21 – Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Dec. 27 – Kansas City Auto Auction, Kansas City.

Chrysler Corp.

Dec. 4 – Florida Auto Auction of Orlando, Ocoee, Fla., and Portland Auto Auction, Portland, Ore.

Dec. 5 – Southern Auto Auction, Warehouse Point, Conn.; Sand Mountain Auto Auction, Boaz, Ala., Columbus Fair Auto Auction, Obetz, O., and Minneapolis Auto Auction, Plymouth, Minn.

Dec. 6 – Clanton's Auto Auction, Darlington, S.C.; Evansville Auto Auction, Evansville, Ind., and Hatfield Auto Auction, Hatfield, Pa.

Dec. 11 – Aptco Auto Auction, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Salt Lake Auto Auction, Salt Lake City; NuCarPrep Sytem, Santa Fe Springs, Calif.; South Seattle Auto Auction, Kent, Wash., and Hatfield Auto Auction, Hatfield, Pa.

Dec. 12 – Butler Auto Auction, Gibsonia, Pa., and Dallas Auto Auction, Grand Prairie, Tex.

Dec. 13 – Northway Exchange, Clifton Park, N.Y.; Fredericksburg Auto Auction, Fredericksburg, Va.; Atlanta Auto Auction, Red Oak, Ga.; Indianapolis Auto Auction, Indianapolis; Arena Auto Auction,

Model Breakdown
Auction Averages

	NOV 1984	OCT 1984	SEPT 1984
1984	$9,945	$9,894	$9,747
1983	6,999	7,471	7,364
1982	5,565	6,074	5,762
1981	4,623	4,474	5,020
1980	3,813	3,986	3,932
1979	3,110	3,204	3,237
1978	2,262	2,350	2,346
1977	1,738	1,647	2,213
Overall Average	$5,118	$4,984	$4,894

Continued on Page 59, Col. 4

used-car auction directory

Display Rates: $75.50 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $23.75; 13 times, $22.00; 26 times, $20.00; 52 times, $16.75. For Frequency Display Rates contact Want Ad Dept., Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6085. Closing: 12 days in advance. Next closing: Dec. 5 for Dec. 17 issue.

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THE FLORIDA AUTO AUCTION OF ORLANDO

REACH THE DEALERS & USED CAR BUYERS THROUGH AN AD IN THIS SECTION!

Makers build 186,230 autos

Week's car output is year's best

By Louise Kertesz
Detroit Reporter

Last week, domestic makers scheduled their highest production so far this year.

The projected output of 186,230 topped the former 1984 high of 181,909 set during the week ended March 10. It was a 91.44 percent increase over the 97,279 assembled during the previous holiday week.

Last week's production was up 2.06 percent from the year-ago week's 182,465.

So far this year, 7,228,848 cars have been built, 15.82 percent more than the 6,293,071 assembled last year at this point.

Companies accounted for last week's estimated production as follows: General Motors, 57.69 percent; Ford Motor Co., 22.07 percent; Chrysler Corp., 15.12 percent; American Motors, 2.58 percent; American Honda, 1.68 percent, and Volkswagen of America, 0.86 percent.

Chrysler scheduled two nine-hour daily shifts last week at its plants in Belvidere, Ill.; St. Louis (Nos. 1 and 2) and Sterling Heights, Mich. In addition, St. Louis and Sterling Heights operated Saturday (Dec. 1).

General Motors plants working two overtime shifts Saturday were: Lansing (Oldsmobile No. 1); Flint (Buick B and G Lines); Detroit; Doraville, Ga.; Framingham, Mass.; Linden, N.J.; Norwood, O.; Oklahoma City, and Willow Run, Mich.

GM plants in Lansing (Oldsmobile No. 2); Lake Orion, Mich., and Wentzville, Mo. were scheduled to work one overtime shift Saturday.

Also working Saturday were Ford's plants in Kansas City, St. Louis and Wixom, Mich.

SAE show is shaping up with global proportions

Roger Rowand
Engineering Editor

DETROIT. – In the past few years,the auto industry has undergone reorganization, trimming of costs, restructuring of organizations and tremendous investments.

And all that has not ended, if the way the 1985 SAE show is shaping up is any indication, said J. Mason Reynolds, general chairman of the SAE International Congress & Exposition set for Cobo Hall Feb.25-28.

"The fact that an increasing amount of interest has been shown in the annual event over the past couple of years is an indication people don't think all that has ended. The industry still is in a period of dramatic change," he said.

Reynolds is executive vice president of Allied Corp. and president of Allied Automotive.

He said the '85 show will cover about 16 percent more floor space than the'84 show covered. Cobo's Hall D on a lower level, rarely used, will be occupied during SAE week.The professional association said space is still being sold, but on an if-available basis.

The SAE show includes an extensive schedule of technical sessions and displays of production techniques, new products and new materials applications. Its theme for '85 is Global Engineering Challenge.

"That theme is very appropriate because no one knows more than we do as suppliers how global this industry is. It is vital to take a global position and use global resources to be successful," he said.

As an example, Reynolds cited Allied's becoming a supplier to Ford in Brazil for that maker's new truck with the unlikely code name Cargo Ram.

"To get that new business, it took six different operations in five countries working together to put together proposals on products offered, cost analyses and prices," he said." At one time, all that was localized but we no longer are able to do that.

"We have to compete on a global basis on price. Of course, there still are regional preferences and standards, but they're breaking down," he said.

Roger B. Smith, chairman of General Motors, will be the speaker at the annual banquet held in connection with the event. That is a sold-out affair with some 4,800 expected.

Reynolds said another reason for the success of the upcoming exposition is increased participation by joint-venture groups from abroad. There will be joint-venture displays from Brazil, England, Japan, Italy and West Germany.

In the technical sessions, particular emphasis is being placed on engine technology. Several sessions will cover new engine design, combustion and emissions, electronic control of diesel and spark ignition engines and power boosting.

Also a major topic is the subject of management skills as related to manufacturing and quality control, SAE said.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 1, 1984	Week Ended Dec. 3, 1983	Week Ended Nov. 24 1984	Nov to Date	Jan. 1 to Dec. 3, 1983	Jan. 1 to Dec. 1, 1984
AMERICAN MOTORS	610	730	610	2,683	27,375	21,128
CHRYSLER CORP.	.....	.....	.....	.....	104,365	.....
FORD MOTOR	11,040	9,623	10,937	45,942	257,355	413,086
GENERAL MOTORS	8,495	12,972	8,388	44,819	499,938	525,733
VOLVO	225	225	225	944	9,762	9,675
Total Cars, Canada	20,370	23,550	20,160	94,388	898,795	969,622

TRUCK PRODUCTION IN U.S.☆

	Week Ended Dec. 1, 1984	Week Ended Dec. 3, 1983	Week Ended Nov. 24 1984	Nov to Date	Jan. 1 to Dec. 3, 1983	Jan. 1 to Dec. 1, 1984
CHEVROLET	24,218	10,288	10,797	82,983	754,751	911,986
DODGE	5,500	3,800	2,711	20,990	134,870	197,190
FORD	26,283	21,539	14,153	103,056	862,179	1,108,006
GMC	7,905	6,479	3,877	29,057	244,976	300,144
INTERNATIONAL	1,608	1,237	947	6,335	47,721	70,121
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,750	3,952	2,259	15,041	98,187	171,976
NISSAN	2,200•	1,592	1,485	10,017	15,166	92,284
AM GENERAL	50•	50•	50•	220•	2,310•	2,410•
MISCELLANEOUS	1,000•	1,000•	1,000•	4,400•	46,200•	48,000•
Total Trucks, U.S.	72,514	49,937	37,279	272,099	2,208,439	2,902,117

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 1, 1984	Week Ended Dec. 3, 1983	Week Ended Nov. 24 1984	Nov to Date	Jan. 1 to Dec. 3, 1983	Jan. 1 to Dec. 1, 1984
CHRYSLER CORP.	7,884	5,160	7,455	33,078	125,856	339,125
FORD MOTOR	3,664	3,969	3,694	15,190	132,738	144,907
GENERAL MOTORS	6,248	6,279	6,033	26,603	245,265	258,183
INTERNATIONAL	.....	134	.....	403	5,307	7,509
Total Trucks, Canada	17,796	15,542	17,182	75,274	509,166	749,724
N. American Trucks	90,310	65,479	54,461	347373	2,717,605	3,651,841

– – Now includes window van production. • – Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Truck production highest of year 72,514 built

Targeting assembly of 72,514 units last week, U.S. truck makers expected their best week so far this year.

Last week's projection topped the previous high for the year of 70,166 reached during the week ended Nov.10 and was 94.52 percent more than the 37,279 trucks built during the previous week, which included the Thanksgiving holiday.

The total for last week was 45.21 percent better than the year-ago week's 49,937.

Year-to-date, 2,902,117 trucks have been assembled, 31.41 percent more than the 2,208,439 completed last year at this time.

Chrysler Corp. scheduled two nine-hour daily shifts last week at its plant in Warren, Mich. That plant was slated to work two overtime shifts Saturday (Dec. 1).

General Motors plants working two overtime shifts Saturday were: Flint Nos. 1 and 2, Janesville (Wis.), Lordstown (O.), St. Louis and Pontiac No. 5.

Also working Saturday were Ford Motor Co.'s plants in Wayne Mich.(Michigan Truck) and Norfolk.

Week's output steady in Canada at 20,370 cars

Canadian makers slated production of 20,370 cars last week, up a bit (1.04 percent) from the previous week's 20,160, but 13.50 percent less than the year-ago week's 23,550.

So far this year, 969,622 cars have been built, 7.88 percent more than the 898,795 assembled last year at this point.

Estimated truck production of 17,796 units last week was 3.57 percent better than the previous week's 17,182 and 14.50 percent more than the year-ago week's 15,542.

International Harvester Co., on strike at presstime, reported no production for the past two weeks.

Chrysler Corp.'s Windsor (Ont.) facility targeted assembly of 2,268 Plymouth Voyagers, 2,292 Dodge Caravans and 672 Mini Ram Vans last week, bringing year-to-date output of T-115s to 217,402.

Profits climb for Chrysler's financial unit

DETROIT. – Chrysler Financial Corp. reported earnings were up nearly 80 percent, setting a third-quarter record.

Net income was $20.3 million, up 79.6 percent from last year's $11.3 million.

For the first nine months of 1984, earnings were $60.4 million, up 70.6 percent from last year.

Of the $60.4 million, $54.3 million was earned from financing operations, while $6.1 million came from the insurance business. Last year, of the $35.4 million earned in the first nine months, $30.1 million was made in the financing end of the business and $5.3 million in insurance.

Chrysler Financial financed 1.2 million new and used vehicles in the first nine months of the year, compared with 903,096 last year.

U. S. CAR PRODUCTION

	Week Ended Dec. 1, 1984	Week Ended Dec. 3, 1983	Week Ended Nov. 24 1984	Nov to Date	Jan. 1 to Dec. 3, 1983	Jan. 1 to Dec. 1, 1984
AMERICAN MOTORS	4,800	5,696	.....	15,838	183,576	177,264
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	5,676	.....	15,838	179,505	177,264
Alliance	3,000	2,848	.....	9,800	145,524	101,698
Encore	1,800	2,848	.....	6,038	33,981	75,566
CHRYSLER CORP.	28,150	27,967	16,255	110,965	824,134	1,165,033
Plymouth Total	8,250	8,948	4,915	33,951	285,336	354,488
Horizon	3,300	3,756	1,957	13,460	285,336	150,823
Reliant	3,300	4,982	1,992	13,642	172,376	162,308
Caravelle	1,300	96	786	5,093	4,810	21,332
Gran Fury	350	114	180	1,756	541	20,025
Chrysler Total	8,700	8,143	4,956	33,737	210,112	375,068
LeBaron	2,200	2,575	1,409	9,209	79,379	108,695
LeBaron GTS	1,300	.....	664	4,282	.....	6,034
Laser	1,400	1,465	825	5,711	18,089	66,433
New Yorker E-Class	1,500	1,917	895	5,930	98,663	85,300
Fifth Avenue	2,300	2,186	1,163	8,605	13,981	108,606
Dodge Total	11,200	10,876	6,384	43,277	328,686	435,477
Omni	2,800	3,368	1,637	11,165	116,599	137,895
Aries	3,100	4,243	1,904	12,569	132,016	133,801
Daytona	1,100	1,851	640	4,468	15,256	49,941
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	1,600	1,352	968	6,289	45,581	70,058
Lancer	1,200	.....	475	3,587	.....	4,977
Diplomat	1,400	62	760	5,199	756	38,805
FORD MOTOR	41,101	37,395	22,568	159,356	1,436,639	1,661,596
Ford Division	25,826	24,397	14,420	101,331	932,163	1,074,218
Escort	6,909	7,557	3,920	28,403	264,773	323,030
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,656	3,437	2,062	12,740	112,961	129,660
LTD	4,544	4,631	2,974	18,955	165,920	210,825
Thunderbird	2,659	3,344	1,626	11,604	175,809	137,537
Crown Victoria	2,342	1,979	1,137	8,347	86,687	79,553
EXP	1,107	538	615	4,341	2,709	39,586
Tempo	4,609	2,911	2,085	16,941	99,635	154,027
L-M Division	15,275	12,998	8,148	58,025	504,476	587,378
Mercury Total	11,225	10,217	6,140	42,719	407,985	430,012
Lynx	1,284	1,305	747	4,969	69,298	64,110
Capri	386	684	175	1,660	23,563	17,010
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	3,123	2,223	1,549	11,959	70,941	112,544
Cougar	3,186	2,992	1,946	12,004	119,134	108,810
Grand Marquis	1,868	1,640	879	6,727	87,186	85,096
LN7	.....	.....	.....	.....	290	.....
Topaz	1,378	1,373	844	5,400	28,972	42,442
Lincoln Total	4,050	2,781	2,008	15,306	96,491	157,366
Continental	736	519	374	2,790	11,608	34,033
Lincoln	2,868	694	1,423	10,842	56,356	98,993
Mark VI/VII	446	1,568	211	1,674	28,529	24,340
GENERAL MOTORS	107,429	107,551	55,470	378,592	3,710,214	4,088,046
Buick Total	25,311	23,952	13,678	93,995	835,867	923,239
Skylark	3,411	3,527	1,737	11,629	103,988	101,671
Skyhawk	2,041	3,173	1,065	7,633	71,750	121,986
Somerset Regal	2,125	.....	1,329	8,276	.....	22,605
Century	6,338	4,372	3,164	22,575	157,248	213,576
Regal	3,098	4,786	1,659	11,514	222,612	165,823
LeSabre/Electra	4,628	6,330	2,907	18,899	230,881	192,888
Riviera	1,418	1,604	698	5,327	49,388	49,268
Electra (fwd)	2,252	160	1,119	8,142	160	55,422
Cadillac Total	9,140	7,735	4,159	31,097	287,138	305,709
Cimarron	501	684	124	1,158	19,356	14,710
Seville	906	822	445	3,419	322,399	36,003
Eldorado	1,844	1,575	909	6,866	68,029	70,991
Cadillac	2,080	4,654	900	6,539	167,354	104,521
DeVille (fwd)	3,809	.....	1,781	13,115	.....	79,484
Chevrolet Total	32,950	33,881	16,199	108,928	1,229,706	1,371,017
Chevette	2,750	4,112	1,687	11,122	191,586	163,692
Cavalier	10,698	8,273	5,178	30,833	285,318	373,517
Celebrity	5,779	6,042	2,773	20,144	161,827	263,295
Camaro	5,406	5,873	2,916	18,346	184,346	212,893
Citation	1,889	7,554	704	6,434	81,435	97,501
Malibu/El Camino	600	602	74	1,828	99,742	22,324
Monte Carlo	992	4,247	544	4,070	114,398	91,741
Chevrolet	3,874	1,915	1,714	12,151	85,164	113,530
Corvette	960	894	609	4,000	25,890	32,524
Oldsmobile Total	28,021	29,523	14,300	100,526	957,017	995,214
Omega	.....	1,629	.....	.....	53,339	29,299
Firenza	2,211	2,276	1,113	5,117	46,810	63,674
Cutlass Supreme	5,608	9,455	2,882	21,793	284,856	239,459
Cutlass Ciera	6,121	5,127	3,096	22,883	199,826	231,775
88/98 (rwd)	7,350	9,796	3,856	27,022	332,721	292,833
Olds 98 (fwd)	3,294	58	1,597	11,298	58	72,662
Calais	2,380	.....	1,232	8,432	.....	24,013
Toronado	1,057	1,182	524	3,981	39,408	41,509
Pontiac Total	12,007	12,460	7,134	44,046	400,486	492,867
Acadian•	.....	179	120	688	13,959	13,442
2000 Sunbird	3,154	3,574	1,607	10,185	105,691	129,632
1000	570	873	224	2,075	39,545	36,869
Firebird	2,868	3,118	1,515	9,579	95,130	100,604
Phoenix	.....	541	.....	.....	23,574	14,116
Grd. Prix/Bonville	.....	1,526	.....	.....	88,085	29,733
Parisienne	2,028	433	1,227	8,292	11,313	44,866
Fiero	1,517	2,216	1,554	6,796	23,189	107,460
Grand Am	1,870	.....	887	6,509	.....	16,145
HONDA	3,150	1,894	1,842	12,838	48,420	127,673
VOLKSWAGEN	1,600	1,962	1,144	6,844	90,008	69,236
Total Cars, U.S.	186,230	182,465	97,279	684,433	6,293,071	7,288,848
Total Cars, Canada	20,370	23,550	20,160	94,388	898,795	969,622
N. American Cars	206,600	206,015	117,439	778,821	7,191,866	8,258,470
N. American Trucks	90,310	65,479	54,461	347,373	2,717,605	3,651,841
North American Cars and Trucks	296,910	271,494	171,900	1,126,194	9,909,471	11,910,311

• – All Acadians are built in Canada.

Automotive News

December 10, 1984

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Auto groups ask U.S. aid against foreign inroads

By Richard Johnsen
Detroit Reporter

The U.S. Government should take steps to gird the domestic automobile industry against foreign competition, according to spokesmen for U.S. auto workers, parts suppliers and service industry companies who appeared at an International Trade Commission hearing in Detroit last week.

However, the president of the American International Automobile Dealers Assn. spoke out against protectionism. He told the quasi-judicial panel that economies of scale and efficiency of production have made Japanese manufacturers tough competitors, "not any government-controlled tilted playing field."

The hearing was called to discuss the "Internationalization of the Automobile Industry and Its Effect on the U.S. Automobile Industry." The independent fact-finding trade agency of the U.S. Government initiated the study last summer and is scheduled to complete its inquiry and present the results to President Reagan and Congress in April, 1985.

UAW President Owen Bieber told the commission that Japanese imports should be restrained at 17 percent of the market on a multi-year basis, and he repeated the union's call for domestic-content legislation.

Without policy redirection, Bieber said, domestic auto makers may have capacity to build only 900,000 subcompacts in the U.S. by 1990, when subcompact sales should reach 4.2 million.

"The manufacturing trade deficit will exceed $90 billion this year, a swing of $100 billion from 1980's surplus of $12 billion," said the UAW president. "Unfortunately, the Administration has no policy to bring our trade back into better balance."

Bieber said the trade deficit will balloon even more rapidly if Japan lifts its auto export restraints next year. The four-year-old voluntary restraint agreement (VRA) currently limits Japanese auto makers to exports of 1.85 million cars annually to the U.S.

"We believe that U.S. negotiators must make clear to Japan that it must extend restraints on a multi-year basis at a maximum 17 percent market share," said Bieber.

He also called for local-content laws to "assure continued small-car production here by the U.S. companies and adequate investment here by the major foreign companies."

"Free trade is wonderful in theory, but it does not begin to fit the realities of the auto industry," said Bieber. He noted that – besides Japan – Mexico, Brazil and Korea are aggressively pursuing auto exports while curbing imports.

"With all other major markets relatively closed, the U.S. auto maker now offers them a surge

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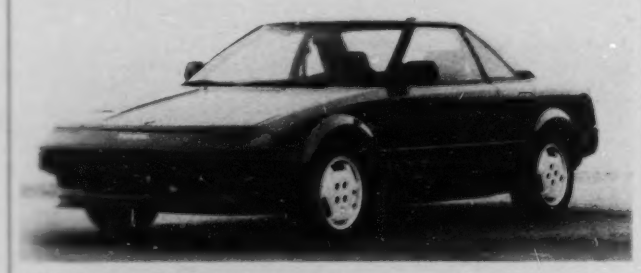
2-seat Toyota



'Mister Two' set for launch

Toyota's entry into the growing two-seat market is this wedge-shaped, mid-engine MR2 sports car. Launched in mid-December, it's the first Japanese counter to Pontiac's hot-selling Fiero.

MR2 to compete in trendy market led by Fiero

Toyota two-seater bows this month

By Dan McCosh
Detroit Reporter

TOKYO. – Toyota Motor Co., Ltd.'s, launch this month of the MR2, a long-awaited competitor for Pontiac's hot-selling Fiero, seems to portend yet another story of Japanese sales success, unusual only because Toyota is a year behind its U.S. competitor in exploiting a trendy market.

A strictly two-passenger, midengine sports car powered by a high-output, 16-valve engine, the MR2 is predictably drawing raves from the enthusiast auto press. It's an archetypical car for the so-called "yuppie" market – that elusive, mid-30s generation that today seems be controlling auto makers' marketing strategy.

Yet, with the launch of the MR2, Toyota will be testing the strength of an historically thin market for limited-use, two-seat sports cars that already is testing the nerves of sales prognosticators in Detroit.

Major contenders in the low-priced two-seat category today are the aforementioned Fiero, the Mazda RX-7, Nissan Pulsar NS, Ford EXP and Honda CRX. These cars are expected to hit combined sales of about a quarter-million units this year, nearly double last year, mainly due to the success of the Fiero.

The rapid growth of the segment has been attracting new entries: Aside from the MR2, introduced in mid-December, Nissan is expected to introduce a new small two-seater in 1986, filling in a gap left as its "Z" model balloons in heft, power and price. Ford recently announced it will restyle and extend the life of the EXP, originally due to expire this model year.

But Toyota historically has been reluctant to pursue the two-seat market.

Toyota's conservatism, notorious even in the Japanese auto industry, is understandable. Much of Toyota's export strength has been based on exporting cars that have found a relatively strong

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breaking news

EPA explores CAFE calculations

WASHINGTON. – EPA is adding two more items to the list of those it believes may have reduced measured fuel economy in the agency's CAFE calculations. Acting on a request by General Motors and others, it said in a proposal that it would like estimates from the auto makers on the negative impact of the increase in carbon content of its fuel test and whether a proposed industrywide credit of 0.4 MPG, in 1981 only, for the use of fuel-efficient oils, is correct.

Beickler back at Adam Opel

RUSSELSHEIM, West Germany. – Ferdinand P. Beickler is now back at the chairman's desk at Adam Opel following a heart attack in September. Beickler, 62, is a General Motors vice president.

Tax plan has minuses for auto makers

By Jake Kelderman
Washington Reporter

WASHINGTON. – U.S. auto makers that have made extensive use of accelerated depreciation and the investment tax credit, since these were instituted in the tax bill of 1981, would lose the latter and see a marked slowdown in the use of the former, as shown by details of the Treasury Department's proposed tax simplification plan released last week.

The companies are currently writing off new equipment, from robots to plants, in three to 15 years under the Accelerated Cost Recovery System (ACRS) of the 1981 tax act.

ACRS, by allowing business to write off large amounts of an investment in the early years, boosts cash flow while at the same time deferring tax liabilities.

Under the depreciation plan proposed by the Treasury – otherwise known as Real Cost Recovery System (RCRS) – this writeoff time period would now be lengthened to five to 63 years and the amount of depreciation that could be taken in the early years would be drastically limited.

In short, the tax breaks that to some extent fueled the recent recovery of the auto industry would be taken away.

While taking these tax benefits away, however, the Treasury proposal would for the first time allow the auto makers' assets to be indexed for inflation's effect, a plan the Treasury says will provide more generous depreciation for many properties than does the current system.

Treasury would also lower the corporate tax rate from 46 percent to 33 percent and provide other tax breaks.

Acknowledging that corporate America would pay more, Treasury says the tax plan would be revenue-neutral.

But tax experts assert that, within this planned redistribution of the tax burden, the capital-intensive industries like auto

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Will present demands to Executive Board today

Canadian branch may quit international UAW

By Marjorie Sarge
Labor Editor

After three years of playing in a separate league, the Canadian UAW will pull out of the international union unless it is allowed to run its own affairs.

UAW Vice President Robert White, director of the Canadian region, will attend the UAW's 25-member International Executive Board meeting which begins today (Dec. 10) and will present four demands. If they are not met, White said the 120,000-member Canadian UAW will end its 48-year marriage to the international union.

"There is almost zero chance the Canadians will stay in the international union," said one UAW board member. "Bob's ultimatum was meant not to be accepted."

"I would hope we can come to an understanding and keep the international union together," White said. "But there can't be a whole lot of muddy water here. The board must come to a decision to agree with the general thrust of the proposals."

If not, there will most certainly be a split.

If the final decision is to split up the international, White said the relationship could be terminated at any point. There is no need to wait for a Constitutional Convention, although it is possible the union would call a special convention in light of the situation.

"It would not be a sudden-death kind of deal," said one source. "No one knows the procedure."

• White will ask the board for the following things:

1. Allow the Canadians to pursue their own bargaining goals "without interference from the U.S."

2. "No interference or intervention will be permitted by any officer or international representative" unless requested by the Canadian director.

3. The Canadian staff will "report to and work completely under the direction" of the Canadian director.

4. The Canadians "will have the right to pursue mergers with other unions, including Canadian sections of international unions, whether or not parallel mergers are achievable in the U.S."

"The question is are we going to be equal partners in the

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NEWSPAPER

A history of luxury and pride

Rolls-Royce observes its 80th anniversary

LYNDHURST, N.J. – Fourteen of the top Rolls-Royce dealers in the U.S. left for London last week for the official celebration of the 80th anniversary of the first car built by Henry Royce.

The "birthday celebration" at the 400-year-old Guildhall was attended by 500 persons, including the Lord Mayor of London. The Band of the Royal Marines played for the occasion.

Frederick Henry Royce had struggled from poverty to become an engineer and manufacturer of electric cranes in Manchester, England, at the time he bought a French Decauville. But it was unreliable, so he began devising a light car of his own.

His first prototype was powered by a two-cylinder, 10-HP, 1.8-liter engine, built in his workshop on Cook Street in Manchester. Its first run was made on April 1, 1904. It was an engineering success: Royce would demonstrate its smoothness by balancing a penny on the edge of the radiator while the motor was running. Three-, four-, six- and eight-cylinder models followed.

The Hon. Charles Stewart Rolls, son of wealthy aristocrats, was racing cars and becoming wealthy as distributor for the French car, Panhard, in London when the two men met in 1904. Rolls was impressed by Royce's two-cylinder car, and agreed to sell the vehicles.

In March, 1906, the two men established Rolls-Royce, Ltd., which produced a 30-HP six-cylinder chassis capable of carrying a coach that would seat seven – important in an era when servants accompanied wealthy travelers.

A modified version of this Light Twenty model was driven by Rolls when he won the 1906 Tourist Trophy and broke the Monte Carlo-to-London time record. But the heavy coach needed more power, so Royce set to work on an all-new, 40- to 50-HP six-cylinder model that was later to find fame as the Silver Ghost.

Rolls-Royce first came to America in 1906, and Rolls drove his car to first place in a five-mile race at the Empire City Track in Yonkers, N.Y.

A Texan bought the first Rolls-Royce in the U.S., but only a few cars were sold here each year until 1913, when the company set up a parts and service department.

The Silver Ghost – so called because its metal parts were plated in silver, the body silver-colored (aluminum) and its mechanicals as quiet as a ghost – was first shown in 1907.

Claude Johnson, who had been partner in Rolls' Panhard distributorship and was then Rolls-Royce's managing director, drove the Silver Spirit in a 15,000-mile trial. It was completed with only scheduled stops and with only five dollars worth of parts in need of replacement after the run.

It was Johnson who gave the Silver Ghost its name.The car remains in running condition, and it completed a British rally earlier this year.

Rolls died in 1910, at the age of 33, the first Briton killed in an airplane crash. He was never to see the Flying Lady hood ornament designed the following year that has since come to symbolize the company. Upon his death, the red intertwined Rs on the grille were changed to black, reportedly as a sign of mourning. Royce lived until 1933.

The 40-50 models, now known as Silver Ghosts, continued in production through 1925.

Rolls-Royce produced half the British airplane engines during World War I, but its autos proved nearly as valuable: Lawrence of Arabia waged war in a fleet of nine armored Rolls-Royces and wrote that, "in the desert, a Rolls was prized above rubies."

After the war, a factory was set up in Springfield, Mass. It built 2,944 cars during its years of operation: 1919 to 1931.

It was also between wars that Rolls-Royce introduced an uncharacteristically light model with a 20-HP engine. In addition, the successor to the Silver Ghost, the first of the Phantom models, bowed in 1925.By the time of the Second World War, a V-12 powered the Phantom III series.

In 1931, the company acquired Bentley, a firm known for its performance cars, but one that was consistently undercapitalized. W.O. Bentley's first car debuted in 1919. The first Bentley by Rolls-Royce bowed in 1933, and the marque remained distinct from Rolls-Royce until the 1950s.

When World War II broke out, Rolls-Royce halted auto production to concentrate on its Merlin engine, which powered the Spitfire, Hurricane and Lancaster planes for the Royal Air Force and the Mustang fighter for the U.S. Airplane engines are still being made with the Rolls-Royce name, but under a separate company, spun off with government aid in 1971 after the unit ran into financial difficulties.

When auto production resumed after the war, it was at a new plant in Crewe, and Rolls-Royce was building bodies along with chassis; no longer would a customer have a coachbuilder custom-make a body. Despite the austerity of the times, management held closely to its pre-war standards, building the world's most luxurious cars.

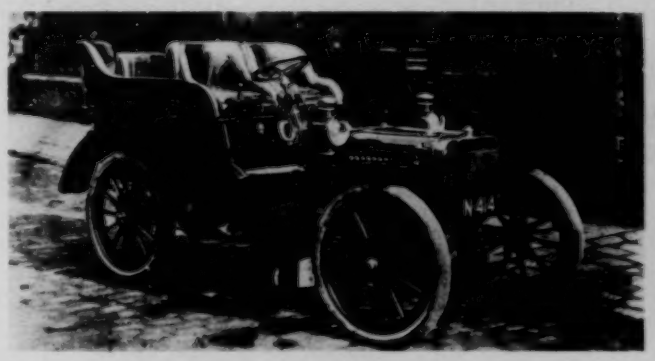
Rolls-Royce became a publicly traded company in 1973, and in 1980, it merged with the English engineering company, Vickers, Ltd.

Today, it continues its tradition: Eight full hides are used in every interior, and the animals from which the hides are taken are fenced away from barbed wire. Engines and bodies are crafted by hand: A sedan takes three to four months to build, a Corniche convertible, five months. Interior veneer is taken from a single walnut tree. And the handmade stainless-steel grilles are polished for five hours to give them a silvery shine.

The company estimates more than half the 85,000 Rolls-Royces ever built are still on the road.

Her Majesty's choice

Queen Elizabeth was the first reigning monarch to chose a Rolls-Royce as official car of state. That first royal Rolls was a Phantom IV limousine, built for heads of state beginning in 1949. Shown here is the Queen's Phantom VI, a V-8 limousine that debuted in 1968.



Early prototype

One of Royce's first experimental cars, built in 1904, before Rolls-Royce was formed.

Humble beginnings

F. Henry Royce built his first two-cylinder, 10-HP car here, on Cook Street, in Manchester, England, in 1904. Manchester remained the home of Rolls-Royce until 1939.

GM looks for growth in Middle East, Asia

By Marjorie Sorge
Labor Editor

General Motors will spend 65 percent of its 1985 overseas capital investment budget in Europe, where GM is now in fifth place in sales, according to James F. Waters, GM vice president, overseas group.

GM's capital spending overseas will be about $1.2 billion in 1985, about 15 percent of the corporation's total budget, GM Chairman Roger B. Smith said last week.

Waters also told Automotive News he expects GM's overseas business to grow faster than its U.S. business, with most of that growth in the Middle East and Asia-Pacific nations. GM currently sells about 8.3 milliion vehicles worldwide, or about 22 percent of the 37.9 million sold. About 65 percent of GM's 1.9 million overseas sales are in Europe.

Waters also said the worldwide market will increase to 39 million in 1985 and could hit 60 million by the mid-1990s.

GM expects to sell about 250,000 vehicles in South Africa in 1985 but that market is in a tailspin and will stay that way for about six months, and there are no firm plans to bring South American or European-made cars into the U.S., he said.

GM plans to increase its market share overseas substantially, although it does not expect to see much of an increase in South America or Europe in 1985, Waters said. He said the company expects to continue to take between 11 and 12 percent of the European market next year. For the first 10 months of 1984, GM had 11.1 percent of the market.

GM is now in fifth place in Europe after losing about 120,000 cars and about $1 billion in sales during the metalworkers strike in Germany earlier this year. The difference between first and fifth place in Europe is about two percentage points, Waters said. Ford of Europe is in first place with 12.9 percent of the market.

GM also plans to hold on to its Vauxhall subsidiary in England and expects it to sell about 300,000 cars in 1985, Waters said. Vauxhall sold about 250,200 cars in 1983 and lost 1.1 million pounds (about $1.6 million based on the value of the pound at the end of 1983). For the first nine months of 1984, Vauxhall sold about 237,600 units.

There are plans to begin shipping the new front-wheel-drive C-cars to Europe in 1986 if the exchange rates make the models competitive, Waters said. There are, however, no plans to sell the Isuzu, Suzuki or Daewoo cars through GM dealers in Europe, as in the U.S., nor are there any immediate plans to sell the GM/Toyota joint venture car overseas, Waters said.

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60th year – No. 5052

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Smothers Volvo opens

SANTA ROSA, Calif. – Smothers Volvo has opened here. General manager is Robert M. White.

Fords from Taiwan may come to U.S.

By Dan McCosh
Detroit Reporter

Ford's recent expansion in Taiwan has the potential of producing cars for the U.S. market, L. Lindsey Halstead, Ford vice president, Asia-Pacific and Latin American Automotive Operations, told the Detroit Auto Writers Group.

Ford recently announced an expansion of its 70-percent-owned Lio Ho Motor Co., Ltd., in Taiwan, from a current 39,000 vehicles to about 90,000 vehicles annually, with some 30,000 of them aimed at export.

"We don't know where they will go, no decision has been made," Halstead said. "But there is the potential of some coming to the U.S."

General Motors plans to import cars to the U.S. from Korea, and Chrysler Corp. currently is negotiating a similar program. Ford has made no similar moves, but plans additional imports from Japan.

Asked whether Ford would soon bring 25 percent of its cars from overseas, Halstead said, "If (Japanese) restraints came off, we'd have to scramble in that direction – I don't know about 25 percent."

A Ford bright spot is Australia, where it has passed GM to lead the market. Ford's success in Australia stemmed partly from the introduction of Mazda-developed small cars, a model for future product planning in the U.S., Halstead said.

"I can see that happening in NAAO as well. But I don't see a 'meshing' of the two companies where Ford NAAO won't retain its technological development capacities," he said.

Asia-Pacific and Latin America, which currently are about one-fifth the size of Ford's NAAO, are expected to be the fastest-growing markets through the remainder of the century, Halstead said. He predicted a 3.5 percent annual growth overall, with 60 percent in places like China, Taiwan and Korea.

Domestics up 1.7 pct.; imports rise 6.2 pct.

November sales inch past '83 total

By Jenny L. King
Staff Writer

In spite of two periods marked by sales declines, the November total for the domestic auto makers kept just ahead of the year-ago figure.

Imports were up 6.23 percent for their seventh monthly increase of 1984. Import penetration was 25.17 percent, best since August.

Domestic new-car sales were up 1.72 percent in November, to 600,692 from 590,527 last year. Third-period sales were off 14.17 percent, the first 10 days were down 4.72 percent with the mid-month increase of 28.79 percent making the difference between surpassing or missing the year-ago mark.

Import sales in November totaled 202,016, up 6.23 percent from 190,177 a year earlier. The industry total in November was 802,708, up 2.82 percent from 780,704 in 1983.

Domestic sales for the first 11 months of the calendar year were up 18.52 percent, to 7,390,845 from 6,235,881 last year. The import total for the same period was up 2.54 percent, to 2,243,296 from 2,187,792.

Year-to-date total for the industry topped 1983 by 14.37 percent, climbing to 9,634,141 from 8,423,673.

Chrysler Corp. had the biggest monthly sales gain of the Big Three auto makers. Chrysler domestic new-car sales were up 32.39 percent, to 81,743 from 61,605 a year ago. Ford Motor Co. was up 14.47 percent, to 159,485 from 139,319.

General Motors followed its mid-month 16.62-percent sales gain with a 22.84-percent third-period plunge, ending the month off 8.08 percent. GM sales in November were 328,378 this year, 357,247 in 1983.

American Motors reported November sales of 14,905 passenger cars, down 19.88 percent from 18,604. Volkswagen sales were down 47.77 percent, to 4,151 from 7,948. Included in the current November total were 2,208 new Golf models.

Honda sales in November were up 107.27 percent, to 12,030 from 5,804.

In domestic market penetration, Chrysler enjoyed its biggest share for any month this year in November, its 13.61 percent up more than three percentage points from 10.43 percent a year earlier. Ford expanded to 26.55 percent from 23.59 percent, while GM skidded to 54.67 percent from 60.50 percent.

American Motors slipped to 2.48 percent from 3.15 percent, VW was down to 0.69 percent from 1.35 percent and Honda claimed 2.00 percent, up from 0.98 percent in 1983.

Chrysler and Ford makes all registered plus signs in November, while Pontiac was the only GM make to top its year-ago level. Plymouth was up 40.91 percent, Chrysler was up 28.39 percent and Dodge was up 30.36 percent. Ford sales climbed 11.25 percent, Mercury was up 17.16 percent and Lincoln was up 38.47 percent.

At GM, Buick was down 2.50 percent, Cadillac was down 16.04 percent, Chevrolet dropped 8.70 percent, Oldsmobile slipped 14.38 percent and Pontiac squeezed by its year-ago figure by 0.03 percent. AMC was down 35.07 percent and Renault dropped 16.44 percent.

Import sales included several year-to-year increases and some November records. Peugeot, with a sales increase every month this year, announced that its calendar year-to-date sum of 18,067 surpassed any other full year in its U.S. history.

Jaguar reported a November record as did Mercedes-Benz, Volvo and Saab–the Swedish-built car's 32nd consecutive record month. Alfa Romeo sales doubled to 312 from 166, Audi was up 13.03 percent, Honda (import) was up 16.68 percent and Toyota was up 8.99 percent.

Imports claimed 25.17 percent of the month's market, the largest single segment of the six classes. Intermediates were second at 24.54 percent, followed by compacts at 17.79 percent, subcompacts at 14.08 percent, standards at 9.72 percent and luxury cars at 8.70 percent.

Of the domestics alone, 32.79 percent were intermediates, compacts had 23.77 percent, subcompacts had 18.82 percent, standards held 12.99 percent and the remaining 11.63 percent went to the luxuries.

Domestic sales during the final 10 days of November slipped 14.17 percent, to 186,721 from 217,540 last year. The daily rate this year was 23,340 compared with 27,193 in 1983, each period having eight selling days.

For the period, GM was off 22.84 percent, Ford dropped 7.88 percent and Chrysler climbed 22.26 percent. American Motors was down 29.39 percent, VW dropped 48.31 percent and Honda was up 103.52 percent.

Chrysler's share of the market, 14.54 percent, was its deepest 10-day penetration of the calendar year. Ford earned 25.13 percent, GM had 53.45 percent, AMC had 3.22 percent, VW had 1.18 percent and Honda had 2.48 percent.

The daily selling rate for the month averaged 24,028, up 1.72 percent from 23,621 the preceding year. There were 25 selling days both years.

Where auto market was, November, 1984

	Total Sales	Pct. of Total
SUBCOMPACT	113,044	14.08
COMPACT	142,765	17.79
INTERMEDIATE	196,975	24.54
STANDARD	78,031	9.72
LUXURY	69,877	8.70
IMPORTS	202,016	25.17
TOTAL	802,708	100.00

IMPORTED CAR SALES

	Nov. 1984	Nov. 1983	11 Mos. 1984	11 Mos. 1983
Alfa Romeo	312	166	3,400	2,817
Audi	5,432	4,806	65,426	42,443
BMW	5,034	5,314	62,762	53,017
Chevrolet Spectrum	712	.....	712	.....
Chevrolet Sprint	1,135	.....	9,657	.....
Dodge Colt	3,645	3,492	33,259	35,945
Dodge Conquest	242	549	3,530	13,578
Dodge Vista	777	803	7,132	1,560
Fiat	.....	.....	.....	4,489
Honda	31,985	27,412	347,983	325,219
I.A.I.	100*	.....	1,566	.....
Isuzu	1,404	1,811	16,041	19,074
Jaguar	1,719	1,656	15,905	12,370
Lancia	.....	.....	.....	513
Maserati Biturbo	100*	.....	.....	1,933
Mazda	12,942	12,961	156,204	160,649
Mercedes-Benz	8,669	6,678	70,136	65,827
Mitsubishi	3,283	3,323	36,152	29,708
Nissan	38,390	38,164	447,478	484,478
Peugeot	1,795	1,584	18,067	13,716
Plymouth Colt	3,589	2,993	29,668	31,835
Plymouth Conquest	210	511	3,142	11,197
Plymouth Vista	716	670	6,775	1,337
Porsche	1,800*	1,938	18,841	20,022
Renault	978	2,618	11,366	31,344
Saab	2,752	2,314	30,572	24,064
Subaru	11,740	12,073	144,623	144,985
Toyota	47,346	43,440	510,914	504,740
Volkswagen	7,804	7,650	94,705	69,145
Volvo	7,405	7,251	95,347	83,720
TOTAL	202,016	190,177	2,243,296	2,187,792

* Estimate

U.S. CAR SALES BY MARKETING UNITS

	Nov. 1984	Nov. 1983	11 Mos. 1984	11 Mos. 1983
Chevrolet	108,093	116,376	1,473,663	1,233,506
Ford	105,575	94,902	1,199,969	961,389
Oldsmobile	72,801	85,032	983,652	929,810
Buick	72,450	74,309	876,043	790,200
Toyota	47,346	43,440	510,914	504,740
Pontiac	52,464	52,447	654,130	502,207
Nissan	38,390	38,164	447,478	484,478
Mercury	41,744	35,636	491,096	376,449
Honda	44,015	33,216	472,472	368,042
Dodge	35,306	28,349	385,511	339,636
Plymouth	29,093	21,616	307,658	288,951
Cadillac	24,417?	29,083	296,203	275,313
Chrysler-Imperial	26,523	20,658	304,102	240,586
AMC-Renault	15,883	21,222	191,352	204,397
Mazda	12,942	12,961	156,204	160,649
Volkswagen of America	17,387	22,342	166,559	210,416
Subaru	11,740	12,073	144,623	144,985
Lincoln	12,166	8,781	138,142	94,046
Volvo	7,405	7,251	95,347	83,720
Mercedes-Benz	8,669	6,678	70,136	65,827
BMW	5,034	5,314	62,762	53,017
Mitsubishi	3,283	3,323	36,152	29,708
Saab	2,752	2,314	30,572	24,064
Isuzu	1,404	1,811	16,041	19,074
Jaguar	1,719	1,656	15,905	12,370
Peugeot	1,795	1,584	18,067	13,716
Fiat	.....	.....	.....	5,002
Alfa Romeo	312	166	3,400	2,817
Maserati Biturbo	100*	.....	1,933	.....
I.A.I.	100*	.....	1,566	.....
Porsche	1,800*	.....	4,043	.....
TOTAL	802,708	780,704	9,634,141	8,423,673

*estimate
Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi and Porsche through Aug. 31, 1984. Fiat includes Lancia. Porsche figures began Sept. 1, 1984.

DOMESTIC CAR SALES

	Nov. 21 to Nov. 30, 1984	Same Period, 1983	Nov., 1984	Same Month, 1983	Jan. 1 to Nov. 30, 1984	Same Period, 1983
Alliance	3,000	.....	478	9,618	95,446	119,081
Encore	2,000	.....	5,196	5,550	65,546	13,875
Total Renault	5,000	.....	12,674	15,168	160,992	132,956
Spirit	.....	.....	.....	59	.....	4,248
Concord	.....	.....	.....	77	.....	11,321
Eagle	1,005	.....	2,231	3,300	18,994	28,488
Total AMC	1,005	.....	2,231	3,436	18,994	44,057
AMERICAN MOTORS	6,005	8,504	14,905	18,604	179,986	177,013
Horizon	2,469	1,572	7,020	4,762	72,543	51,100
Turismo	1,276	908	3,538	2,471	44,268	33,590
Reliant	3,084	3,221	9,721	9,906	129,282	145,267
Caravelle	836	.....	3,116	.....	6,377	.....
Plymouth	501	81	1,183	303	15,603	14,625
Total Plymouth	8,166	5,782	24,578	17,442	268,073	244,582
Laser	1,057	1,524	3,826	3,171	49,864	7,328
LeBaron K	2,636	1,909	7,320	5,625	92,376	74,393
LeBaron GTS	309	.....	651	.....	706	.....
Cordoba	.....	32	.....	99	136	10,196
Fifth Avenue	2,700	1,641	9,071	4,284	86,187	68,877
E-Class	1,792	785	5,655	2,255	35,528	33,036
New Yorker	.....	1,604	.....	4,678	39,303	45,580
Total Chrysler	8,494	7,495	26,523	20,658	304,102	239,410
Total Imperial	.....	.....	.....	.....	.....	1,176
Omni	1,965	1,434	5,698	3,981	63,138	45,451
Charger	1,329	1,151	3,749	3,230	48,868	42,692
Daytona	1,107	1,199	3,700	2,755	41887	5,619
Aries	2,925	3,573	9,113	8,729	104,056	109,861
Lancer	241	.....	520	.....	557	.....
Dodge 400-600	.....	456	.....	1,385	18,953	27,075
Diplomat	1,065	165	2,567	460	25,459	22,111
Mirada	.....	29	.....	107	282	4,293
Dodge 600	1,855	920	5,295	2,858	38,390	31,451
Total Dodge	10,487	8,927	30,642	23,505	341,590	288,553
CHRYSLER CORP.	27,147	22,204	81,743	61,605	913,765	773,721
EXP	956	183	3,061	509	28,495	18,650
Escort	9,637	9,040	31,304	24,602	326,654	299,692
Mustang	3,451	4,626	11,995	11,031	126,060	108,798
Tempo	6,149	7,339	20,415	20,355	235,172	114,418
Fairmont	.....	.....	.....	.....	.....	37,521
Granada	.....	.....	.....	.....	.....	3,751
Thunderbird	3,456	5,784	12,155	13,481	141,435	120,053
LTD	4,617	5,380	d14,331	16,141	184,288	148,766
Crown Victoria	3,765	3,230	12,314	8,783	157,865	110,240
Total Ford Division	32,031	35,582	105,575	94,902	1,199,969	961,389
LN7	.....	31	.....	196	.....	4,694
Lynx	1,597	1,693	6,275	4,978	62,886	73,619
Topaz	1,674	2,629	6,072	7,129	68,701	35,706
Zephyr	.....	.....	.....	.....	.....	11,583
Cougar '82	.....	.....	.....	.....	.....	906
Cougar	2,914	2,691	9,959	8,077	112,125	78,832
Capri	362	869	1,346	2,182	16,331	21,361
Marquis	2,414	1,933	8,697	6,083	98,129	59,760
Grand Marquis	2,791	2,427	9,395	6,991	132,924	89,988
Total Mercury	11,752	12,273	41,744	35,636	491,096	376,449
Continental	583	462	1,995	1,298	28,638	12,267
Lincoln	2,235	1,550	8,450	4,378	81,681	56,275
Mark VII	328	1,075	1,721	3,105	27,823	25,504
Total Lincoln	3,146	3,087	12,166	8,781	138,142	94,046
Total L-M Division	14,898	15,360	53,910	44,417	629,238	470,495
FORD MOTOR	46,929	50,942	159,485	138,319	1,807,351	1,431,884
Skyhawk	3,019	2,469	8,732	5,588	115,752	68,676
Skylark	2,879	4,432	7,104	9,001	97,023	96,221
Somerset Regal	1,521	.....	4,648	.....	9,032	.....
Century	6,916	6,540	17,265	15,309	200,750	138,534
Regal	3,999	7,247	10,754	17,734	173,320	221,163
LeSabre	4,696	5,466	13,309	13,091	152,267	141,268
Electra	2,680	2,990	5,807	7,423	78,603	75,074
Riviera	1,852	2,809	4,831	6,163	49,296	49,264
Total Buick	27,562	31,953	72,450	74,309	876,043	790,200
Cimarron	348	518	1,129	1,596	17,026	17,715
Seville	968	1,248	3,229	3,785	32,420	30,487
Cadillac	4,553	5,350	13,648	16,664	180,797	161,380
Eldorado	1,798	2,336	6,411	7,038	65,061	65,731
Total Cadillac	7,667	9,452	24,417	29,083	296,203	275,313
Chevette	3,051	6,306	9,422	15,291	154,989	163,395
Cavalier	7,289	9,401	26,720	25,053	351,121	235,300
Citation	1,423	2,194	5,085	5,283	87,149	85,406
Camaro	4,481	5,412	15,661	15,570	188,941	164,924
Celebrity	7,156	7,633	23,118	20,572	300,153	159,685
Malibu	.....	306	.....	960	881	84,632
Monte Carlo	1,470	3,694	5,977	10,208	110,170	95,567
Chevrolet	5,007	8,048	16,709	20,959	242,446	218,794
Corvette	978	868	3,554	2,480	27,345	25,803
Total Chevrolet	30,855	43,862	106,246	116,376	1,463,294	1,233,506
Firenza	1,125	994	4,567	3,463	58,487	41,612
Omega	373	898	920	2,872	34,103	46,707
Calais	1,673	.....	5,418	.....	8,736	.....
Cutlass Ciera	3,961	6,280	16,187	19,553	224,844	174,778
Cutlass Supreme	4,808	7,726	18,552	26,772	285,619	306,721
Olds 88	4,342	5,160	16,002	17,862	241,355	212,178
Olds 98	2,123	3,079	7,663	10,742	91,911	110,311
Toronado	831	1,049	3,497	3,768	38,602	37,503
Total Oldsmobile	19,236	25,186	72,801	85,032	983,652	929,810
Fiero	1,104	2,011	4,521	6,428	90,136	15,502
1000	620	810	2,075	2,320	25,698	31,912
Sunbird	2,456	2,839	9,592	7,588	119,054	80,156
Phoenix	91	509	483	1,401	12,931	22,909
Firebird	2,080	3,009	8,151	8,657	94,915	83,579
Grand Am	1,604	00	5,905	.....	10,756	.....
6000	2,995	3,656	8,715	9,099	115,395	83,857
Bonneville	987	2,278	3,584	6,440	61,250	77,992
Grand Prix	1,018	2,332	3,831	6,382	67,430	83,355
Parisienne	1,533	1,458	5,607	4,132	56,561	22,945
Total Pontiac	14,488	18,902	52,464	52,447	654,130	502,207
GENERAL MOTORS	99,808	129,355	328,378	357,247	4,273,322	3,731,036
VOLKSWAGEN	2,202	4,260	4,151	7,948	70,076	78,806
HONDA	4,630	2,275	12,030	5,804	124,489	42,823
DOMESTIC TOTAL	186,721	217,540	600,692	590,527	7,390,845	6,235,881
IMPORT TOTAL	.....	.....	202,016	190,177	2,243,296	2,187,792
INDUSTRY TOTAL	.....	.....	802,708	780,704	9,634,141	8,423,673

*AMC does not provide 10-day nameplate sales.

Mathweg honored

MARKESAN, Wis. – Chevrolet has awarded a 25-year service plaque to Fred H. Mathweg, Mathweg Chevrolet-Buick, Inc., here.

factories list auction dates

American Motors

Dec. 11 – D-A Auto Auction, New Stanton, Conn.

Dec. 12 – Kansas City Auto Auction, Kansas City.

Dec. 13 – Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Dec. 18 – High Point Auto Auction, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Dec. 19 – Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Southern Auto Auction, Warehouse Point, Conn.

Dec. 20 – Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Dec. 11 – Aptco Auto Auction, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Salt Lake Auto Auction, Salt Lake City; NuCarPrep Sytem, Santa Fe Springs, Calif.; South Seattle Auto Auction, Kent, Wash., and Hatfield Auto Auction, Hatfield, Pa.

Dec. 12 – Butler Auto Auction, Gibsonia, Pa., and Dallas Auto Auction, Grand Prairie, Tex.

Dec. 13 – Northway Exchange, Clifton Park, N.Y.; Fredericksburg Auto Auction, Fredericksburg, Va.; Atlanta Auto Auction, Red Oak, Ga.; Indianapolis Auto Auction, Indianapolis; Arena Auto Auction, Chicago, and Golden Gate Auto Auction, Fremont, Calif.

Dec. 14 – Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Dec. 11 – Harrisonburg Auto Auction, Harrisonburg, Va.

Dec. 12 – Columbus Fair Auto Auction, Obetz, O.; Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Dec. 13 – Nashville Auto Auction, Nashville.

General Motors

Dec. 11 – Southern Auto Auction, East Windsor, Conn.

Dec. 12 – Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction, Kansas City, and Clanton's Auto Auction, Darlington, S.C.

Dec. 13 – Arena Auto Auction, Chicago; Dallas Auto Auction, Dallas, and Butler Auto Auction, Gibsonia, Pa.

Dec. 18 – Aptco Auto Auction, Taylor, Mich.

Used Car Sales
Auction Averages

December to date	$5,193
Month ago	$5,133
Year ago	$4,054

Model Breakdown
Auction Averages

	DEC. 1984	NOV. 1984	OCT. 1984
1984	$9,010	$9,945	$9,894
1983	7,905	6,999	7,471
1982	5,232	5,565	5,074
1981	4,838	4,623	4,474
1980	3,774	3,813	3,986
1979	3,347	3,110	3,204
1978	2,178	2,252	2,350
1977	2,080	1,738	1,647
Overall Average	$5,193	$4,923	$4,984

Tagged trout gets her a Dodge pickup

Darlene Carlin receives the paperwork for a year's free use of a Dodge four-wheel-drive pickup from Ray Dreyfus, Dodge marketing manager for Chrysler California. She won the truck for hooking a specially tagged trout during the Dodge-sponsored Ram Tough Fishing Challenge at Lake Irvine in Southern California. Husband John is to her left, and at right is Mike Shepard, general manager of Dodge Central in Anaheim, Calif., the delivering dealership.

used-car auction directory

Display Rates: $75.50 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $23.75; 13 times, $22.00; 26 times, $20.00; 52 times, $16.75. For Frequency Display Rates contact Want Ad Dept., Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6085. Closing: 12 days in advance. Next closing: Dec. 12 for Dec. 24 issue.

COLORADO

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ILLINOIS

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Makers schedule 185,649 cars

Another peak week for auto output

By Louise Kertesz
Detroit Reporter

For the second straight week, domestic auto makers scheduled higher production than in any other week this year.

Last week's targeted output of 185,649 cars was up 1.43 percent from the previous week's record high for the year of 183,027.

That total actually fell about 3,000 units short of the projection but still topped the record that had been set in the week ended March 10.

Last week's production was 7.43 percent better than the year-ago week's 172,807.

Year-to-date, 7,471,294 cars have been assembled, 15.52 percent more than the 6,467,601 completed last year at this point.

November production of 676,504 cars, down 4.33 percent from October's 707,130, dipped just 1.13 percent from last November's 684,263.

Last week's scheduled production was shared as follows: General Motors, 58.66 percent; Ford Motor Co., 21.65 percent; Chrysler Corp., 14.27 percent; American Motors, 2.59 percent; American Honda, 1.70 percent, and Volkswagen of America, 1.13 percent.

GM plants working two overtime shifts Saturday (Dec.8) were: Lansing (Oldsmobile No.1); Flint (Buick B and G Lines); Detroit; Fairfax, Kans.; Framingham, Mass.; Lakewood, O.; Norwood, O.; Oklahoma City, and Wilmington, Del.

GM plants in Orion Township, Mich., and Wentzville, Mo., were scheduled to work one overtime shift Saturday.

Chrysler's plant in St. Louis (No. 2) was also scheduled to work two overtime shifts Saturday.

Chrysler's plant in Sterling Heights, Mich., was scheduled to work one overtime shift Saturday.

The Sterling Heights facility will work a daily nine-hour shift this week (Dec. 10).

Chrysler's Jefferson assembly plant (Detroit) will work a half hour overtime daily this week and its Newark (Del.) plant will work two nine-hour daily shifts.

Truck production at 6-year peak for November

November truck production of 272,714 units, though down 6.53 percent from October's 291,754, was the best November output since 1978, when 339,721 trucks were completed.

Last week's scheduled production of 68,866 trucks was down a bit (1.49 percent) from the previous week's 69,903.

That total fell some 2,600 units short of the weekly high for the year that had been projected.

Last week's output was 16.06 percent higher than the year-ago week's 59,337.

So far this year, 2,968,372 trucks have been built, an increase of 31.34 percent over last year's total at this time of 2,260,087.

General Motors scheduled two overtime shifts Saturday (Dec. 8) at its plants in Pontiac (Nos. 5 and 6) and Lordstown, O.

One overtime shift was scheduled at GM's Detroit facility.

Chrysler Corp.'s Warren, Mich.,plant was also scheduled to work two overtime shifts Saturday.

The Warren plant will work two nine-hour daily shifts this week (Dec. 10).

November output of Canadian cars highest since '78

Canadian car production of 94,519 units in November was the highest since June's 102,098 and the best for November since 1978 when 103,872 cars were built.

Canadian truck makers recorded their best November ever. The 75,162-unit output was the highest since June's 75,292.

Last week's car production of 20,370 units was up slightly (0.58 percent) from the previous week's 20,252 but was 9.72 percent below the year-ago week's 22,564.

Year-to-date, 989,874 cars have been assembled, 7.21 percent more than the 923,291 completed last year at this time.

Scheduled truck production of 18,679 units last week was 4.03 percent better than the previous week's 17,955 and an increase of 23.03 percent over the year-ago week's 15,182.

Workers returned to their jobs at International Harvester Co. last Wednesday following a strike, and the company scheduled production of 215 trucks.

At Chrysler Corp.'s Windsor (Ont.) plant, 2,526 Plymouth Voyagers, 2,802 Dodge Caravans and 588 Mini Ram Vans were scheduled for production last week. The total of T-115s assembled so far this year is 223,976.

Renault executive shuffle shows woes have worsened

PARIS. – Bernard Hanon, president and director general of the state-owned Renault Group, accepted Pierre Tiberghien's resignation from his job as head of the car division, a position he held for just two years.

Tiberghien, 56, a former head of engineering, is more a top engineer than financial or marketing man. He will stay with Renault to head a new technical department.

Pierre Semerena, 57, will succeed Tiberghien as head of the car division Dec. 17. He was previously in charge of the RVI truck division. Philippe Gras will be appointed at RVI.

It is understood that with this move Hanon started a major reorganization among top management at Renault.

Earlier this year, the company saw some unexpected personnel changes, notably the departure of Philippe Lamirault, head of sales and marketing for 13 years and also in charge of international affairs for the past two years. More personnel changes are expected following Semerena's appointment.

The shuffle gives indications that the problems at Renault have worsened recently.

Sales and market shares in France and Europe have declined substantially this year and the very important new Renault 5 supermini, launched at the Paris Motor Show two months ago, made a rather disappointing start in France.

Semerena, the new head of the car division, is believed to have obtained full power from Hanon when accepting that post.

This appointment also confirms Semerena as a possible successor to Hanon as the group's president when the time comes. Semerena has gained a reputation for being a complete manager.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 8, 1984	Week Ended Dec. 10, 1983	Week Ended Dec. 1 1984	Nov. Total	Jan. 1 to Dec. 10, 1983	Jan. 1 to Dec. 8, 1984
AMERICAN MOTORS	610	730	610	2,683	28,095	21,738
CHRYSLER CORP.	.....	.....	.....	.....	104,365	.....
FORD MOTOR	11,040	8,468	10,947	45,525	267,518	424,033
GENERAL MOTORS	8,495	13,141	8,470	45,367	513,326	534,203
VOLVO	225	225	225	944	9,987	9,900
Total Cars, Canada	20,370	22,564	20,252	94,519	923,291	989,874

TRUCK PRODUCTION IN U.S.☆

	Week Ended Dec. 8, 1984	Week Ended Dec. 10, 1983	Week Ended Dec. 1 1984	Nov. Total	Jan. 1 to Dec. 10, 1983	Jan. 1 to Dec. 8, 1984
CHEVROLET	23,193	19,110	22,282	84,993	766,684	933,243
DODGE	5,300	4,185	5,523	20,214	139,170	202,513
FORD	24,642	22,317	26,446	101,764	883,291	1,132,811
GMC	7,160	6,261	6,835	28,386	251,451	306,234
INTERNATIONAL	1,571	1,232	1,573	6,298	48,955	71,657
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,750	3,449	3,765	16,080	102,139	175,741
NISSAN	2,200*	1,733	2,429	10,359	16,758	94,713
AM GENERAL	50*	50*	50*	220*	2,460*	2,410*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,400*	47,200*	49,000*
Total Trucks, U.S.	68,866	59,337	69,903	272,714	2,260,087	2,968,372

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 8, 1984	Week Ended Dec. 10, 1983	Week Ended Dec. 1 1984	Nov. Total	Jan. 1 to Dec. 10, 1983	Jan. 1 to Dec. 8 1984
CHRYSLER CORP.	8,568	5,395	8,564	33,187	131,525	348,373
FORD MOTOR	3,648	3,359	3,674	15,200	137,317	148,565
GENERAL MOTORS	6,248	6,291	5,717	26,365	251,544	263,900
INTERNATIONAL	215	137	.....	410	5,441	7,724
Total Trucks, Canada	18,679	15,182	17,955	75,162	525,827	768,562
N. American Trucks	87,545	74,519	87,858	347,876	2,785,914	3,736,934

– Now includes window van production. * – Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Dec. 8, 1984	Week Ended Dec. 10, 1983	Week Ended Dec. 1 1984	Nov. Total	Jan. 1 to Dec. 10, 1983	Jan. 1 to Dec. 8, 1984
AMERICAN MOTORS	4,800	5,837	4,869	15,993	189,272	182,133
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	5,837	4,869	15,993	185,201	182,133
Alliance	3,000	2,920	2,909	9,499	148,372	104,607
Encore	1,800	2,917	1,960	6,434	36,829	77,526
CHRYSLER CORP.	26,500	23,953	29,199	110,970	849,301	1,192,582
Plymouth Total	8,200	7,620	8,767	34,382	292,934	363,205
Horizon	2,800	3,143	3,405	13,623	110,465	153,728
Reliant	3,700	4,171	3,4000	13,685	176,858	166,108
Caravelle	1,300	107	1,357	5,153	4,956	22,689
Gran Fury	400	199	605	1,921	655	20,680
Chrysler Total	8,800	7,289	9,104	33,646	218,755	384,272
LeBaron	2,300	1,998	2,318	9,421	81,354	111,113
LeBaron GTS	1,300	.....	1,457	4,235	.....	7,491
Laser	1,100	1,604	1,387	5,698	20,354	67,520
New Yorker E-Class	1,500	1,689	1,516	5,934	100,680	86,816
Fifth Avenue	2,600	1,998	2,426	8,358	16,367	111,332
Dodge Total	9,500	9,044	11,328	42,942	337,612	445,105
Omni	2,700	2,891	2,815	11,134	120,067	140,610
Aries	2,500	3,556	3,249	12,643	135,459	136,450
Daytona	1,000	1,262	1,180	4,554	16,307	51,021
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	1,400	1,175	1,575	6,277	46,433	71,433
Lancer	900	.....	1,264	3,469	.....	5,941
Diplomat	1,000	160	1,245	4,865	868	39,650
FORD MOTOR	40,195	38,355	41,326	159,008	1,474,151	1,702,016
Ford Division	25,817	25,957	25,565	100,884	957,531	1,099,774
Escort	6,084	8,338	6,977	28,653	273,054	329,182
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,628	3,822	3,625	12,737	116,597	133,257
LTD	5,085	4,805	4,507	18,925	170,607	215,873
Thunderbird	3,139	3,228	2,690	11,610	178,889	140,707
Crown Victoria	2,510	2,098	2,365	8,238	86,706	82,086
EXP	1,099	615	1,118	4,350	3,334	40,696
Tempo	4,272	3,051	4,283	16,371	107,675	157,973
L-M Division	14,378	12,398	15,761	58,124	516,620	602,242
Mercury Total	10,778	9,047	11,704	43,092	417,306	441,269
Lynx	2,232	1,291	1,305	5,070	70,728	66,363
Capri	354	308	411	1,660	24,020	17,389
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,782	2,059	3,177	12,024	73,078	115,380
Cougar	2,846	2,745	3,254	12,067	121,747	111,724
Grand Marquis	1,686	1,516	1,853	6,621	88,781	86,787
LN7	.....	.....	.....	.....	290	.....
Topaz	878	1,128	1,704	5,650	30,111	43,646
Lincoln Total	3,600	3,351	4,057	15,032	99,264	160,973
Continental	654	648	733	2,732	12,130	34,684
Lincoln	2,550	839	2,873	10,646	57,049	101,548
Mark VI/VII	396	1,864	451	1,654	30,085	24,741
GENERAL MOTORS	108,904	99,578	103,061	370,985	3,811,515	4,192,582
Buick Total	23,334	23,600	25,597	94,113	859,196	946,859
Skylark	2,755	3,407	3,495	11,861	107,416	104,510
Skyhawk	2,185	3,234	1,766	7,452	75,058	123,896
Somerset Regal	1,955	.....	2,364	8,209	.....	24,799
Century	5,647	4,685	6,470	22,046	161,921	219,355
Regal	3,098	4,702	2,996	11,261	227,398	168,819
LeSabre/Electra	4,295	6,004	4,813	19,594	236,279	197,368
Riviera	1,200	1,478	1,430	5,224	50,864	50,480
Electra (fwd)	2,199	90	2,263	8,466	260	57,632
Cadillac Total	8,769	6,835	8,480	30,908	294,288	313,818
Cimarron	515	452	188	851	19,958	14,912
Seville	775	794	918	3,349	33,290	36,790
Eldorado	1,555	1,529	1,865	6,800	69,752	72,567
Cadillac	2,080	3,998	1,830	6,192	171,288	106,351
DeVille (fwd)	3,844	62	3,679	13,716	.....	83,198
Chevrolet Total	39,273	30,844	30,705	103,162	1,261,372	1,408,045
Chevette	3,566	4,232	2,830	7,485	195,592	167,338
Cavalier	10,295	8,088	8,671	28,927	293,531	381,785
Celebrity	6,053	5,652	6,014	19,755	167,121	269,583
Camaro	5,418	4,615	4,636	17,750	189,924	217,539
Citation	1,745	1,790	1,897	6,460	83,365	99,254
Malibu/El Camino	600	493	702	2,215	100,251	23,026
Monte Carlo	2,520	3,513	1,046	4,011	118,004	94,315
Chevrolet	8,116	1,688	3,888	12,501	86,895	121,660
Corvette	960	773	1,021	4,058	26,689	33,545
Oldsmobile Total	25,074	26,564	27,396	99,145	985,025	1,019,663
Omega	.....	1,693	.....	.....	55,067	29,289
Firenza	1,853	2,399	1,747	4,620	49,192	65,063
Cutlass Supreme	4,195	7,877	5,646	21,682	293,996	243,692
Cutlass Ciera	5,577	3,993	6,058	21,706	203,931	237,289
88/98 (rwd)	5,982	9,241	6,670	26,903	341,997	298,135
Olds 98 (fwd)	3,482	100	3,406	11,953	165	76,256
Calais	3,090	.....	2,798	8,363	.....	27,521
Toronado	895	1,261	1,071	3,918	40,677	42,418
Pontiac Total	12,454	11,735	10,883	43,657	411,534	504,197
Acadian*	.....	355	175	446	13,959	13,617
2000 Sunbird	3,098	3,572	2,381	9,449	109,101	131,957
1000	753	875	544	2,051	40,332	37,596
Firebird	2,635	2,295	2,532	9,334	97,458	102,903
Phoenix	.....	456	.....	.....	24,109	14,116
Grd. Prix/Bon'vle	.....	1,639	.....	.....	89,764	29,733
Parisienne	1,839	358	2,032	8,922	11,682	46,769
Fiero	1,914	2,185	1,265	6,546	25,050	109,122
Grand Am	2,155	.....	1,954	6,909	.....	18,384
HONDA	3,150	2,004	3,102	12,799	50,314	130,775
VOLKSWAGEN	2,100	3,080	1,470	6,749	93,048	71,206
Total Cars, U.S.	185,649	172,807	183,027	676,504	6,467,601	7,471,294
Total Cars, Canada	20,370	22,564	20,252	94,519	923,291	989,874
N. American Cars	206,019	195,371	203,279	771,023	7,390,892	8,461,468
N. American Trucks	87,545	74,519	87,858	347,876	2,785,914	3,736,934
North American Cars and Trucks	293,564	269,890	291,137	1,118,899	10,176,806	12,198,402

* – All Acadians are built for sale in Canada.

1,000 more EDS aides may move to Detroit

DETROIT. – Electronic Data Systems may transfer another 1,000 workers from its Dallas headquarters to Detroit.

EDS, which was recently acquired by General Motors, has already transferred about 1,600 employes to this area. EDS also has leased office space in several Detroit suburbs, including Warren, site of the GM Technical Center.